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CALGARY

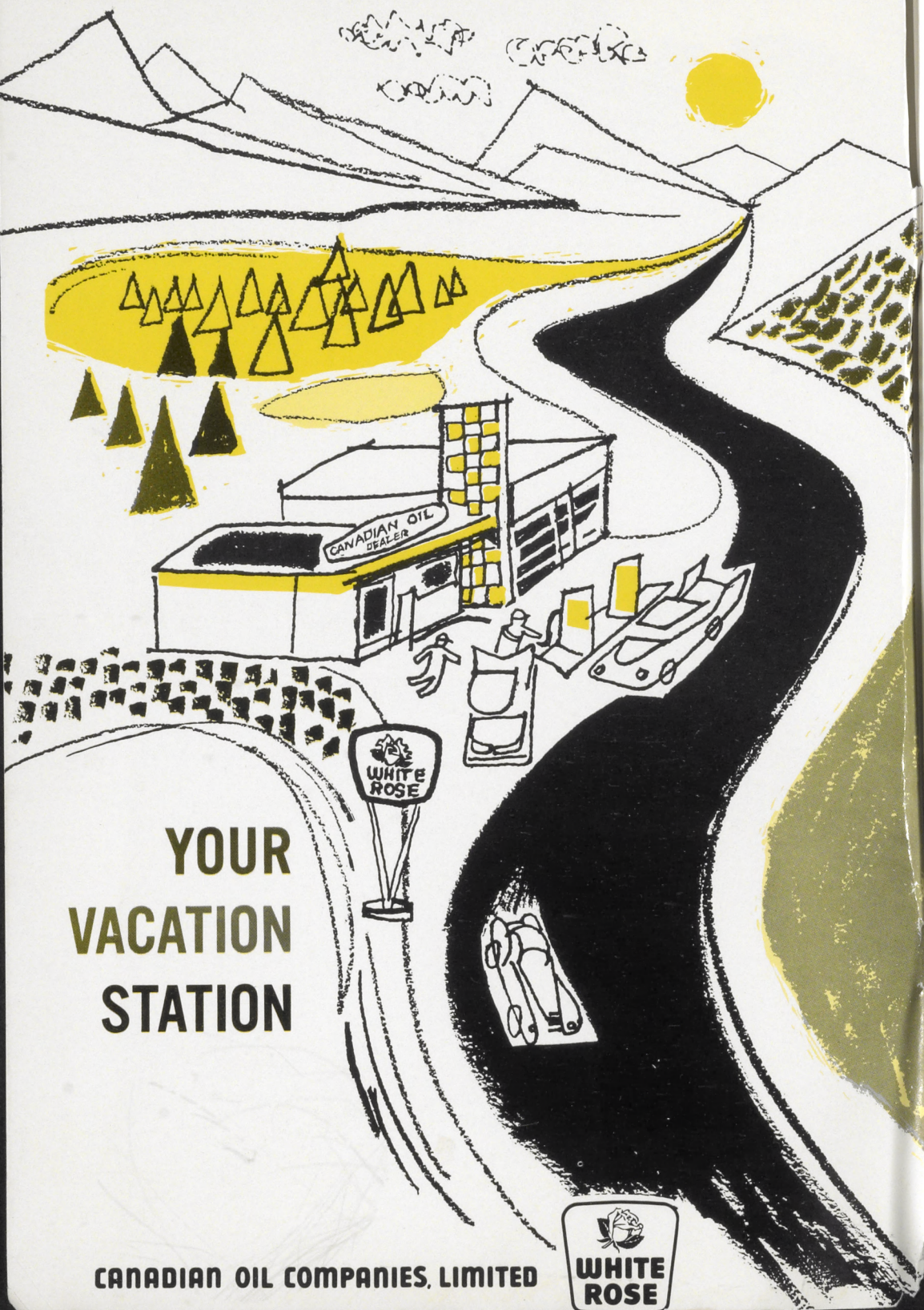
The Friendly City



VISITOR'S GUIDE

OFFICIAL PUBLICATION OF CALGARY TOURIST
AND CONVENTION ASSOCIATION





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- ★ INDUSTRIAL and AGRICULTURAL EXHIBITIONS.
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- ★ ART and PHOTO SALONS.
- ★ GIANT MIDWAY.

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 RED FOLEY and JOHNNY CASH
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ATTRACTIONS
ON THE
GROUNDS

CALGARY VISITORS' GUIDE

PUBLISHED ANNUALLY BY

THE CALGARY TOURIST & CONVENTION ASSOCIATION
HOSPITALITY CENTRE, MEWATA PARK, CALGARY, ALBERTA, CANADA

Doug Johnson, Manager

A public service project of the Calgary Tourist & Convention Association and its business members shown in the listings and advertising pages, this book is designed as an informative guide for visitors to our city.

Circulation: 25,000

Volume 1

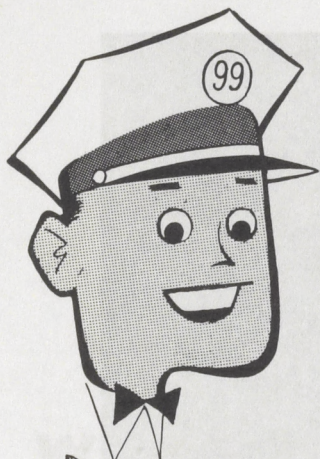
April, 1960

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WELCOMES

you to

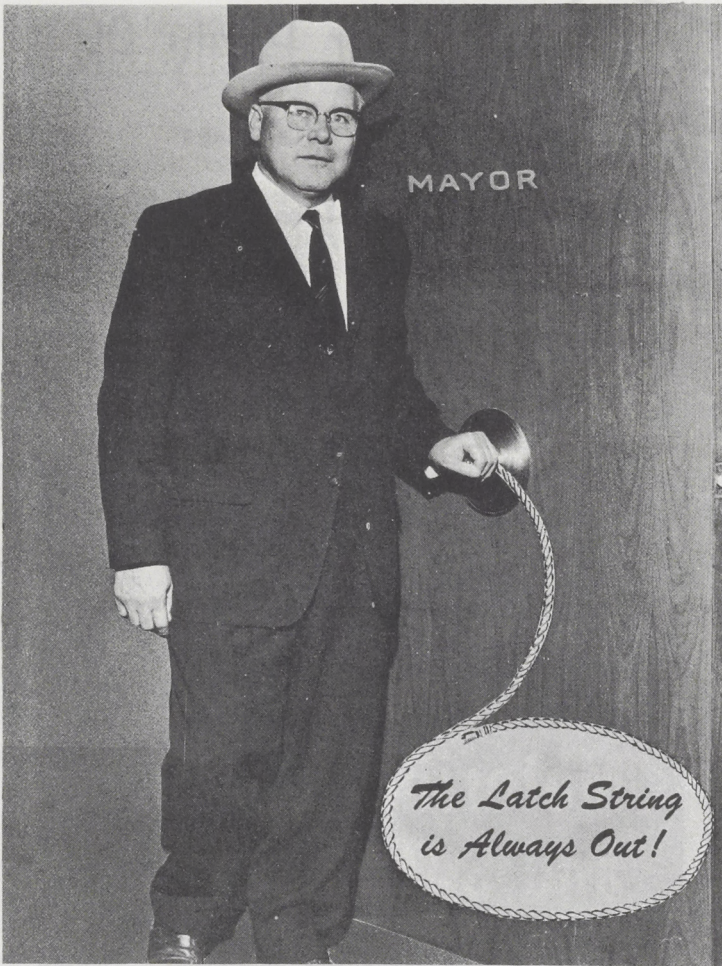
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WELCOME, FRIEND

ON BEHALF OF THE CITY OF CALGARY, I SINCERELY HOPE YOUR
STAY WITH US WILL BE PLEASANT, YOUR ENJOYMENT
FULL AND YOUR MEMORIES LASTING.

MAYOR

WELCOME



To be a member of The Calgary Chamber of Commerce is a privilege in which any individual or organization may take pride. To have been a member of service to the community for more than two-thirds of a century is an even greater honor and we of The Calgary Chamber are fully cognizant of the opportunities we have enjoyed in the past and the possibilities for even greater service in the years that lie ahead. In this year, 1960, we are impressed by one important fact — that all through the years our citizens have remained remarkably young in spirit — which has enabled us to build up a tradition of Western hospitality in this City of the Foothills that is second to none. Since the early days of the west we have extended a warm welcome to the traveller.

We welcome YOU to Calgary and Alberta and trust that during your stay with us you will find that happy blend of open-handed hospitality passed on to us by the early rancher, and that once you have visited with us you will come back again and again. The adventure and excitement of new vistas are yours to unfold in this playground centre of Western Canada.

On behalf of the nearly 1,800 members of The Calgary Chamber of Commerce I extend a warm welcome to all those who are visiting in our midst.

Chas. Kennedy, President,

THE CALGARY CHAMBER
OF COMMERCE

The Story of Calgary

Calgary was born in the summer of 1875. A contingent of the Royal North West Mounted Police set up camp near the confluence of the Bow and Elbow rivers.

The name, Calgary, was chosen by Colonel J. F. Macleod commanding officer of the "mounties." The name originates in Scotland, is Gaelic for "clear running water."

For eight years after the first camp was established, Calgary was only a minor trading post. Fort Walsh and Fort Macleod were the major centres to the south, with Rocky Mountain House active to the north.

Short as the history of Calgary may be, it makes a rich and lusty story. Reverend Father Lacombe was here when the R.N.W.M.P. arrived, already established as a friend of the Cree and Blackfoot Indians. Just to the west of the newly established post, Reverend John MacDougall had a home with the Stony Indians. Overlooking what is now Glenmore Dam, Sam Livingstone had a cabin up, and a vegetable garden growing when the Mounted Police arrived.

It was the buffalo hunters, trappers and whiskey traders who were responsible for the R.N.W.M. Police coming to the west. The country was so wild and lawless, the government at Ottawa formed the special, Red-coated, military unit now famous around the world to bring peace and law to the new territory.

In 1883, The Canadian Pacific Railway crept into Calgary, and the new settlement was on its way. By

the end of that year, the population had reached 600.

Even the Riel Rebellion in 1885 did not stunt the growth of the town. By 1889, the C.P.R. had extended a branch line to Edmonton, and the population had risen to nearly 2,000. By 1891, there were 3,876 residents, and the town boasted such amenities as electric lights, and a water system.

A great ranching industry developed, with Calgary as one of the largest centres of cattle marketing. The lush grazing encouraged owners of tremendous herds to move north from the overgrazed United States ranges. A natural result was the beginning of the now huge meat packing industry in the city.

Free homesteads to settlers brought such a rush of pioneers to the area that by 1893 Calgary was granted a charter as a city. Farming joined ranching to give the city a thriving economy. In 1914, when oil was discovered just south, at Turner Valley, a new era of prosperity began.

Thru the years, Calgary has continued to grow, now exceeds a quarter of a million population. Ranching, farming, oil and industrial development has continued to give the city and area a sound economy, and the promise of future prosperity.

Warm friendliness and hospitality, a determined tenderness about the past and the bright future blend together to make Calgary a city unique. A city with a history — young but full of dignity.



Toby Jug

LOUNGE

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AND
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Or, for Dining in a Baronial
Atmosphere Visit

The Shield Dining Lounge

Hotel Wales

In the Downtown Area

Liquor Stores

(bottle sales only)

East Store — 914 - 11 St. S. E.

11:00 a.m. to 12:00 midnight and
11:00 a.m. to 11:30 p.m. Saturdays
closed all day each Thursday

West Store — 1140 - 17 Ave. S.W.

11:00 a.m. to 12:00 midnight and
11:00 a.m. to 11:30 p.m. Saturdays
closed all day each Monday

Downtown Store — 826 - 5 St. West

11:00 a.m. to 12:00 midnight and
11:00 a.m. to 11:30 p.m. Saturdays
closed all day each Wednesday

Southwest Store — 3919 Richmond
Road S. W.

9:30 a.m. to 11:00 p.m., six days
each week

South Store — Macleod Trail &
66 Ave.

Chinook Shopping Centre
9:30 a.m. to 11:00 p.m., six days
each week

North Store — 1716 Centre St. North

11:00 a.m. to 12:00 midnight and
11:00 a.m. to 11:30 p.m. Saturdays
open six days each week

Northwest Store — Calgary Shop-
ping Centre, 16 Ave. & 14 St. N.W.

11:00 a.m. to 12:00 midnight and
11:00 a.m. to 11:30 p.m. Saturdays
open six days each week

Climate

Calgary's invigorating climate offers moderate rainfall, dry air, light snowfall, moderately cold winters and "Chinook" winds. The latter is a dry westerly wind from the Pacific, which has been known to raise temperature as much as 50 degrees in a few hours. This modifies what might otherwise be extended periods of low temperatures, and reduces snow conditions appreciably.

Low humidity the year around moderates both warm and cold conditions. This provides cool evenings during the warm mid-summer periods. Most people describe Calgary temperature as "exhilarating."

With a yearly average of 6 hours sunshine a day, Calgary has rightfully earned the title — "The Sunshine City."

TWO OF THE FINEST!
CALGARY HOSPITALITY
MODEL DAIRY PRODUCTS

May You Completely Enjoy Both



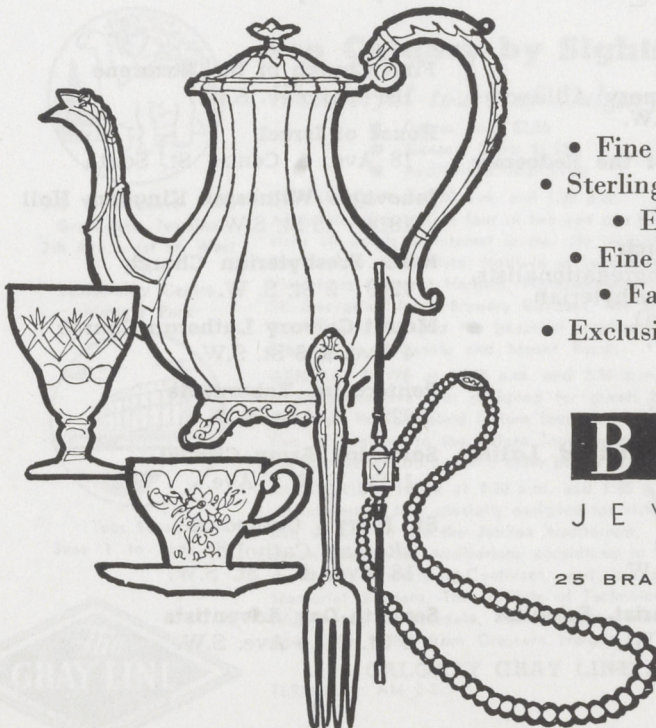
Model Dairies

308 - 17 Ave. S.W.

AM 2-2311 — AM 2-2393

Statistics at a Glance

Population (1959)		245,000
Altitude		3,438 feet
Area, corporate Calgary	75.8 sq. miles (48,512 acres)	
Annual precipitation	16.87 inches (5.02 snow)	
Frost free period (average)	110 days	
Sunshine (yearly average)	2192 hours	
Mean temperature (yearly average)	38.6 degrees	
Motor vehicles (1958)	90,476	
Bank clearings (1959)	\$6,637,155,579.00	
Building permits (1959)	\$99,328,676.00	
Number of churches	175	
Number of schools	106	
Livestock sales (1959)	\$97,342,612.00	
Hotels	26	Rooms 2,685
Motels	47	Units 1,104



- Fine Jewellery
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 - English Bone China
- Fine Leather Goods
 - Fashion Jewellery
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BIRKS

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25 BRANCHES IN 19 CITIES

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MEN'S WEAR



1312 - 9 AVENUE S.E.

"At the Zoo Turnoff"

NOW ALSO IN THE
CHINOOK SHOPPING CENTRE

Downtown Churches

Alliance Church

(Christian Missionary Alliance)
17 Ave. & 1 St. S.W.

Cathedral Church of the Redeemer (Episcopal)

7 Ave. & 1 St. S.E.

Central United Church

(Union of Congregationalists,
Methodist and Presbyterian
Church in Canada)
7 Ave & 1 St. S.W.

Church of Christ

702 - 15 Ave. S.W.

Church of Jesus Christ of Latter Day Saints

2021 - 17 Ave. S.W.

First Baptist Church

4 St. & 13 Ave. S. W.

First Church of Christ, Scientist

14 Ave. & 6 St. S.W.

First Church of the Nazarene

126 - 14 Ave. S.W.

House of Israel

18 Ave. & Centre St. South

Jehovah's Witnesses Kingdom Hall

1814 - 15 St. S.W.

Knox Presbyterian Church

1220 - 2 St. S. W.

Mount Calvary Lutheran Church

4 Ave. & 3 St. S.W.

Pentecostal Tabernacle

928 - 8 Ave. S.W.

Salvation Army Citadel

1 St. E. & 7 Ave.

St. Mary's Cathedral

(Roman Catholic)
18 Ave. & 1 St. S.W.

Seventh-Day Adventists

4 St. & 14 Ave. S.W.

Points of Interest

Calgary has a wide variety of fascinating attractions and items of interest to offer. Whatever your personal interest may be, you can find it in the friendly foothills city.

Listed below are the many points of interest. We suggest you see them all, learn for yourself why Calgary has long been a highlight stop-over on enjoyable vacations.

For those who want to take their own car, "White Hatter" tour signs make it easy to find each attraction. As a further help in making the tour, a city map with the route clearly marked is available no charge at any information bureau. The maps are also yours for the asking at any business place dis-

playing the yellow and brown "White Hatter" membership sign of the Calgary Tourist and Convention Association.

Sightseeing tours run every day during summer months, with a choice of tours to choose from. Many visitors find it a pleasure to relax in a comfortable bus and let the driver point out each item of interest. Tour schedules and rates available at any information centre in the city. Bus leaves from the Greyhound depot at 7 Avenue and 1 St. W. and from Hospitality Centre, Mewata Park.

CALGARY EXHIBITION & STAMPEDE GROUNDS —

Victoria Park

Home of the "Greatest Outdoor Show on Earth," the grounds of Victoria Park always have something



All Tours Leave From
Greyhound Terminal
7th Ave. - 1st St. West
and
Hospitality Centre
Mewata Park



Tour Season
June 1 to Sept. 20

See Calgary by Sightseeing Bus

Wonderful tours of Calgary . . .

- Deluxe Tour \$2.50
- General Drive \$1.50
- Auditorium Tour \$1.00

DELUXE TOUR at 9:30 a.m. and 1:30 p.m.

An outstanding lecture tour of two and one half hours duration which visits all points of interest in the city including Downtown Calgary, The Jubilee Auditorium, Institute of Technology and Art, Panoramic View from Crescent Heights, Historical and Industrial East Calgary, St. George's Island, Brewery Gardens, The Stampede Grounds from Scotchman's Hill and the beautiful residential districts of Rosedale, Elbow Park, Britannia and Mount Royal.

GENERAL DRIVE at 10:30 a.m. and 2:30 p.m.

A comprehensive tour designed for guests having limited time in Calgary. This complete lecture tour of one and one half hour duration is identical to the Deluxe Tour except that guests do not visit the Jubilee Auditorium and other points of interest on the North Hill.

AUDITORIUM TOUR at 9:30 a.m. and 1:30 p.m.

An interesting tour specially designed for visitors having limited time and wishing to see the Jubilee Auditorium. Guests of the tour are shown through the Auditorium, considered to be one of the finest on the North American Continent, and in addition see the Burns Memorial Gardens, The Institute of Technology and Art, the beautiful homes of Rosedale, the panoramic view of the city and the Bow River Valley from Crescent Heights.

CALGARY GRAY LINE LIMITED

TERMINAL: AM 2-2131

OFFICE: AM 6-3820

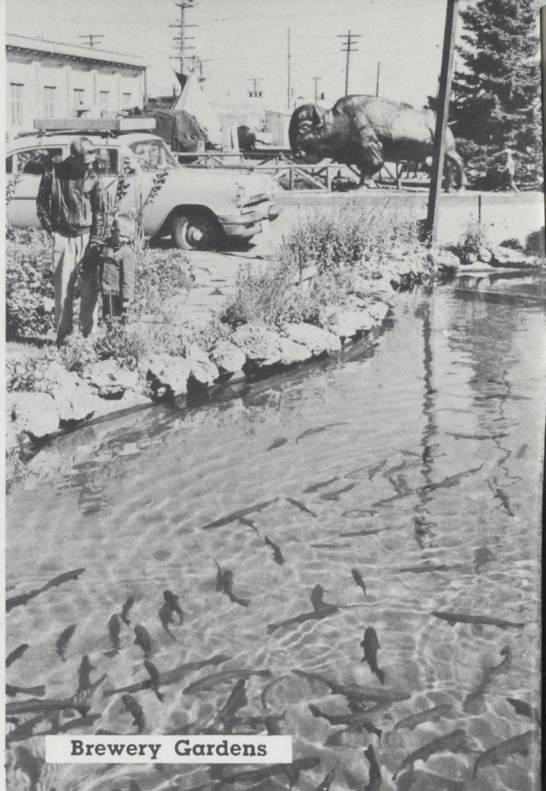


of interest even when the big show is over. The "Corral", one of Canada's foremost sports arenas, features thousands of framed pictures of sporting events back to the early days. This fine display lines the walls of the entire concourse circling the main arena area. The "Big Four" building is the world's largest curling rink and multi purpose exhibit building. "Old Fort Calgary" takes you back to days when pioneers were making the west. Horse shows, bull sales, 4-H club activities, sheep, cattle and swine shows, horse racing and numerous other events are staged regularly at Victoria Park. No charge except for special events.

READER ROCK GARDENS —

26 Avenue and 2 St. S.E.

Wandering in profusion over a wide area of hillside, this is a horticultural wonderland. Over 2,000 shrubs, trees and plants from around the world, each carefully identified, can be found. Natives of Asia and Europe, South Pacific



Brewery Gardens

and Orient make the park a delight to anyone with an interest in horticulture. No charge, of course.

CALGARY STOCKYARDS —

21 Avenue at 12 St. S.E.

A focal point for livestock in the west. With daily auctions of the finest beef, a major shipping point to all areas, the sprawling yards are a fascinating spot to anyone with an interest in livestock. Over 90 million dollars a year in stock passes through the Calgary Stockyards.

BREWERY GARDENS & HATCHERY

9 Avenue at 15 Street S.E.

Acres of smooth lawns, shady walks and colorful shrubbery surround the largest trout hatchery on the continent. Meandering streams of clear spring water trickle through pool after pool, each containing fish of all sizes. A peaceful, relaxing spot visited by hundreds of thousands each year, who not only enjoy the spectacular surroundings, but the natural setting for trout of all varieties. Be sure to take your camera. Naturally, no charge.

Phone AV 9-4451

Armstrong Motel

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18 Comfortable Modern Units

*Full facilities for trailer
parking*

AMA — AAA

Free TV

Phone in each unit

BOB AND MARY McCULLOCH,
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A restaurant noted for its friendly Service
and fine home cooked meals
WOMEN COOKS

**CATERING TO BANQUETS
LUNCHEONS**

SERVICE CLUBS

619 CENTRE ST. S.
(Opposite York Hotel)

Recommended by
DUNCAN HINES



ST. GEORGE'S ISLAND—CALGARY ZOO AND NATURAL HISTORY PARK

Canada's largest, with over 1,000 live exhibits in the Zoo section, Children will especially enjoy every minute of a trip to the Island. A special kiddies section, under supervision of several "Zooperintendants," gives the youngsters a chance to meet young ones of the animal world face to face. Sir Ants-a-lot, the anteater, "Sweet Pea" the pet skunk, and many others are a constant delight to children. A miniature train and other mechanical rides are operated during the summer months.

From the tropical house with it's large exhibit of birds to the three

eyed Tuatara, from the towering moose to the diminutive canaries, there is an exciting adventure awaiting the whole family at the Calgary Zoo.

Unique in the world, the natural history park features 50 authentically recreated prehistoric monsters. From the 120 ton "Dinny" to the tiny dawn horse, the models have been faithfully reproduced by John Kanerva. Two fossil houses offer a complete dinosaur skeleton and many other interesting exhibits dating back many millions of years. Have your camera ready for some unforgettable pictures.

THE SOUTHERN ALBERTA JUBILEE AUDITORIUM —

14 Avenue and 14 Street N.W.

A gift to the southern portion of the province, by the Provincial Government, this magnificent auditorium is open daily for your pleasure. Guides are always available to give you the details that make this one of the finest of its kind in North America. Completed at a cost of 4½ million dollars, the auditorium seats 2,760 people in acoustically perfect surroundings. Located high on a hill with a panoramic view of Calgary, you will enjoy every minute of your visit to the Jubilee Auditorium. No charge.

RILEY PARK — Between 9A and 12 St. N.W. at 5 Avenue N.W.

Originally a portion of the homestead of one of the early settlers,

the *Meadow* motel

7012 MACLEOD TRAIL

11 Units — TV — A.A.A. Approved

Owner operated — Iva Johnston

TELEPHONE AL 5-7101

Thomas Riley, this park almost insists you relax and enjoy it. Broad lawns, huge shade trees, picnic areas, wading pools and attractive floral displays make this a true beauty spot. Cricket matches played here every Saturday. No charge.

BOWNESS PARK — Bowness

Just seven miles from city limits, this is a real family playground area. Swimming, canoeing, miniature golf, dancing, or just plain loafing are yours to choose. Picnic areas always available. Very small gate charge.

PROVINCIAL INSTITUTE OF TECHNOLOGY AND ART —

16 Avenue and 9 Street N.W.

A cultural and technical centre, providing training in a wide range of skills and arts. The main building overlooks lovely Riley Park, with the many class rooms and shops spread around the campus. Visitors are always welcome at this training institute. No charge.

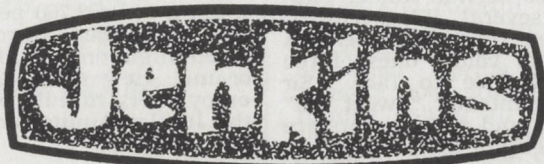
CALGARY SHOPPING CENTRE —

16 Avenue N.W. between 14 Street and 17 Street N.W.

Second largest in Canada, with dozens of stores and shops, parking for 3,000 cars, this is a complete one stop shopping centre. Superb specialty shops, modern beauty shops, department stores, supermarkets and restaurants combine to make this worth a visit any time.

DOWNTOWN CALGARY —

The heart of Canada's Oil Capital, downtown Calgary offers the ultimate in modern centres. Massive department stores, fine restaurants and cocktail lounges, specialty stores of every kind. Shopping in Calgary is a pleasure, with every variety of goods to choose from, and priced by competition at fair value. Note the many modern office buildings that give Calgary such an impressive skyline.



46 STORES IN SOUTHERN ALBERTA

MODERN, NEIGHBORHOOD FOOD STORES,
SPECIALIZING IN HIGH QUALITY AND LOW PRICES

HEAD OFFICE: CALGARY ALTA. - ESTABLISHED 1909

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CALGARY'S TOP CAMERA SHOP

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McCALL FIELD AND TERMINAL — Airport Road

The only Canadian terminal currently offering roomettes, cocktails, nightly entertainment and every modern facility. Be sure to see the striking mural in the main waiting lounge. Ample parking. Don't miss this on your tour, one of the most remarkable terminals on the continent.

CENTRAL PARK — South of 12 Avenue W. between 3 St. & 4 St. W.

A mass of colour, with shaded benches that invite relaxation, here is a park of peace and beauty. The Cenotaph, memorial to heroes of two Great Wars, faces 4 Street. Every inch of the park is a tribute to the fine work of the Calgary Parks Department. Stop over for a few minutes to enjoy a peaceful stroll through this magnificent park. The main branch of the Calgary Public Library is located at the east end of Central Park. No charge, of course.

COSTE HOUSE ART CENTRE — 9 Avenue West at 8 Street S.W.

The cultural centre of southern Alberta, Coste House is the home of every type of arts and crafts. Exhibits held regularly of many handicrafts and arts, with permanent displays of model trains, paintings and Indian art. No charge except for special events. Open week days 11:00 a.m. to 7:00 p.m. Saturdays and Sundays 2 p.m. to 5 p.m.

INGLEWOOD BIRD SANCTUARY —

A year round haven for waterfowl. Warm springs that keep the water temperature at 40° or higher all year provide open water even in the coldest winter weather. Simply follow 9 Avenue East as far as the river, follow the signs to this interesting birdland.

RESIDENTIAL AREAS —

Calgary offers many distinctive residential areas. Sedate, lovely Mount Royal is one of the city's older districts. As such, massive



trees, immaculate lawns and corner parks add to the distinctive architecture. Mayfair, one of the newer districts, offers striking homes in attractive surroundings. Many new, medium price districts provide an excellent opportunity to see project developments at their best. Thorncliffe, Meadow Lark Park, Glendale Meadows, Kingsland, and many others will provide a pleasant and interesting drive.

VIEW POINTS —

Few cities have a geographical location the equal of Calgary. Starting in a valley, and gradually growing up and over the surrounding hills, the city can supply some tremendous view points. A few are listed below for your interest.

Brittania Drive — In an architecturally unusual district, this view point provides a sweeping view of Glenmore Dam, the Golf & Country Club, with a back drop of the Rockies. Follow Elbow Drive south to Brittania District, let the "White Hatter" tour signs lead you thru the district to this distinctive viewpoint.

Crescent Road Viewpoint — Overlooking the entire downtown area, with ample parking, this is one of the finest views of any city. With many gracious homes behind the viewpoint, Crescent Road provides a perfect spot for photography, or just pleasant viewing. Follow Centre North to 7 Avenue N.W., turn left, and the "White Hatter" tour signs will lead you to this wonderful viewpoint.

Spruce Cliff Viewpoint — Here is a truly breath taking view. To your left, the Bow Valley with the river winding thru, and the suburban towns of Montgomery and Bowness. Ahead, the sweep of homes and business areas. To the left, the downtown skyline. Drive west on 17 Avenue W., to 33 Street W. follow the "White Hatter" tour signs.

BURNS MEMORIAL GARDENS —

Natural sandstone, taken from the home of one of Calgary's pioneer citizens, Senator Patrick Burns, has been used to create this unus-

ual and beautiful rock garden. Sweeping across the slopes of the Technical School grounds from 9A Street over the hill, this memorial is a mass of color and beauty all summer. To see it, simply drive north on 9 Street N.W. Just past Riley Park, on your left as you drive up the hill, is Burns Memorial Gardens. Park your car and enjoy a stroll thru the winding paths that lead you thru these quaint gardens.

BREWERY AQUARIUM —

Scheduled for completion by August 15 of this year, a combined aquarium and western museum is now under construction on the Calgary Brewing & Malting grounds. Tropical, fresh water, salt water fish, alligator and other reptile exhibits will make this a spectacular spot to visit. The second floor is to contain many unusual exhibits of the west. Designed to reflect the history of the Western horseman from the days of Cortez to the present, the new museum will offer exhibits not available elsewhere. No charge at any time.

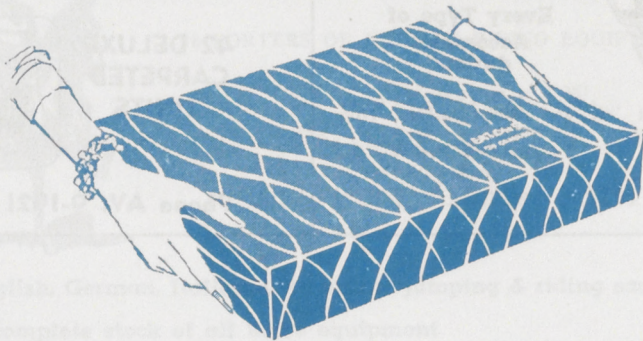
5900 LOCOMOTIVE

The largest steam locomotive in the British Empire sits proudly on display in Mewata Park. A miniature railway station in conjunction is also a year round information centre, open for your convenience and service.

Designed before the advent of the diesels, the Selkirk type locomotives were used to pull passenger and freight trains alike over the mountains. These mammoth units were made obsolete with the coming of the deisels. One of these, 5934, has been preserved for all times at Mewata Park. Bring your camera and come prepared to enjoy a close up of one of railroading's finest creations. Don't miss this exciting exhibit.

There is more — much more. To see the city at it's best, ask for a city map outlining the tour of the points listed above. The "White Hatter" tour signs make it easy for you to enjoy all of Calgary — the city with everything under the sun. Take an extra day, because you can "see it all" from Calgary.

IT CAME FROM EATON'S



"IT CAME FROM EATON'S!"

How familiar is that phrase, spoken thousands of times daily all across this vast country of ours!

"IT CAME FROM EATON'S!"

... yet it might have originated in any one of the four corners of the world. Eaton buying offices are located in London, Paris, Manchester, Leicester, Belfast and West Germany — and from these, buyers move out to shop the world for Eaton customers.

"IT CAME FROM EATON'S!"

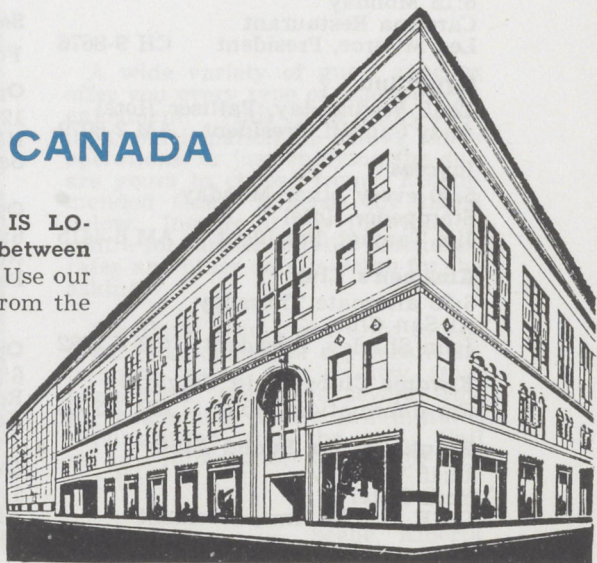
Whether you shop through the famed Eaton catalogue, or in a convenient Order Office — or in one of the big city stores that dot the country from coast to coast, you are assured of top quality merchandise and service.

"IT CAME FROM EATON'S!"

And that means it's supported by the renowned Eaton guarantee, "Goods Satisfactory or Money Refunded" — a guarantee that has been trusted by Canadians for 90 years!

EATON'S OF CANADA

EATON'S IN CALGARY IS LOCATED ON 8th Avenue between 3rd and 4th Street West. Use our Carpark, located across from the store, Moderate Rates.





FOR A GOOD NIGHT'S REST

in Motel Village,
off No. 1 & No. 1A
West
(Banff Highway)

**"The Best of
Every Type of
Accommo-
dation"**

PHONE AV 9-2101 'Vic and Millie Bocking, Props.
NEW, CLEAN, QUIET
AAA - AMA
DINERS' CLUB

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Calgary

AVONDALE MOTEL

2231 BANFF HIGHWAY

Room Phones - Television

**42 DELUXE
CARPETED
UNITS**



Phone AV. 9-1921

Calgary

Service Clubs

Active Club

6:30 Alternate Friday
Carolina Restaurant
Bill Cunningham, President
AM 6-7021

Ad & Sales Club

12:15 every other Thursday
Palliser Hotel
Roly Soper, President AM 2-4946

B'Nai B'rith

8:30 — 1st and 3rd Tuesday
House of Israel
Alex Barrett, President CH 3-4011

Cosmopolitan Club

6:15 Monday
Carolina Restaurant
Lee Munroe, President CH 9-8676

Gyro Club

12:15 Wednesday, Palliser Hotel
Andy Canniff, President AM 2-6079

Jaycees

5:30 every other Monday
Stampeder Hotel
Jim Tamagi, President AM 6-4415

Kinsmen's Club

6:30 alternate Thursday
Al San Club
John Shipley, President CH 4-2282

Kiwanis Clubs (7 in Calgary)

For information phone AM 2-2900

Knights of the Round Table

12:15 Tuesday
York Hotel
Dr. R. G. Williams, President
AM 3-5453

Lions Club

12:15 Wednesday
Palliser Hotel
Bev Mannix, President AM 2-4274
Other Lions Club Information
Phone AM 2-4274

National Sales Executive

6:00 — 2nd Monday
Professional Club
George Hill, President AM 3-2170

Rotary Club

12:15 Tuesday, Palliser Hotel
James Mahaffy, President
AM 9-8201

Rotary Club of Manchester

12:15 Thursday, Ft. Calgary House
Peter Harrison, President BR 3-5661

Soroptimist Club of Calgary

For information phone AM 6-2316

Optimist Club (Downtown)

12:15 Thursday
Harris Skyrooms
Sep Savage, President AM 2-7255

Optimist Club (Elbow South)

6:15 Wednesday
Norseman Motel
Paul Poohachow, President
CH 3-3433

Optimist Club (Calgary North)

6:15 Wednesday
Regal Golf
Ken Sprouse, President CR 7-4448

Quota Club

1st Tuesday — 8:15
Allied Arts Centre
Violet Haines, President CH 3-0365



THE TACK SHOP

IMPORTERS OF ENGLISH RIDING EQUIPMENT

311 - 17TH AVENUE S.W.

CALGARY, ALBERTA

TELEPHONE AMHERST 3-3741

- English, German, Italian & Argentine jumping & riding saddles
- A complete stock of all horse equipment
- Riding clothes & boots
- Polo equipment
- Books and gifts for the horse lover

Western Canada's Only Specialists in English Riding Equipment



Guest Ranches and Riding Academies

A wide variety of guest ranches offer you every type of true western enjoyment. Trail rides, daily outings, participation in actual ranch operations, or just enjoying the sun are yours to choose from. Recommended Guest Ranches are listed below. Inquire at any information centre for further details. Brochures, rates and other details yours for the asking.

For those who want only to enjoy a brisk canter, or a pleasant afternoon seeing the country from horse back, there are several riding academies with a few minutes driving time from the city. Call at any information centre for full details.

Rafter-Six Seebe, Alberta

Accommodation

Calgary features a wide variety of hotels, motels, motor hotels, trailer parks and camping grounds. Whatever your choice or price range, you will find the type of accommodation you like in Calgary.

From the major downtown hotels to the convenient suburban locations, Calgary can offer truly fine

hotel accommodation. Clean, fast-service coffee shops, complete dining room service, beer parlors, cocktail and dining lounges provided, with barber shops, beauty parlors and specialty stores found in many. You will enjoy a restful stay at any of the hotels listed below. We recommend them for your use.

Modern Accommodation is Plentiful in Calgary





Royal Wayne Motel CALGARY, ALBERTA

FOUR STAR RATING FREE RADIO - TV - ICE TELEPHONES
 19 Deluxe Carpeted Units, Shower and Bath. Panoramic View of the Rockies. Dining facilities Less than a Block. Right on No. 1 Trans Canada Highway. Phone AV 9-6651.
 ROYAL WAYNE MOTEL, 2416 - 16th AVENUE N.W.



HOTELS

Alexandra Hotel (Calgary) Ltd.
 224 - 9 Ave. S.E. AM. 2-4671

Beacon Hotel
 16 Ave. & Centre St. N. CR. 7-7531

Bowness Hotel Ltd.
 Bowness, Alberta BU. 8-4421

Braemar Lodge Hotel
 215 - 4 Ave. S.W. AM. 2-7986

Carlton Hotel
 9 Ave. S.W. AM. 2-4651

St. Regis (Calgary) Ltd.
 124 - 7 Ave. S.E. AM. 2-4641

Stampeder Hotel Co. Ltd.
 3828 Macleod Trail CH. 3-5531

Victoria Hotel
 121A - 8 Ave. S.E. AM. 2-3971

Hotel Wales
 709 - 2 St. S.W. AM. 6-1031

Dominion Hotel
 120 - 9 Ave. S.W. AM. 3-7600

Empire Hotel of Calgary Ltd.
 118 - 9 Ave. S.E. AM. 2-1131

Empress Hotel
 217 - 6 Ave. S.W. AM. 2-1141

Imperial Hotel
 304 - 9 Ave. S.E. AM. 2-2556

Queen's Hotel
 8 Ave. & 2 St. S.E. AM. 2-6887

Palliser Hotel
 9 Ave. S.W. AM. 2-8621

Royal Hotel
 2 St. S.W. & 8 Ave. AM. 2-9595

St. Louis Hotel Ltd.
 8 Ave. & 4 St. S.E. AM. 2-6341

Hotel York Ltd.
 7 Ave. & Centre St. S. AM. 2-5585

Enjoy Colorful Calgary

AND STAY AT
THE COMFORTABLE, PLEASANT

MACLEOD MOTEL

4337 Macleod Trail — Phone CH. 3-0001

**ALL THE COMFORTS OF HOME
AT REASONABLE RATES!**

Motels have become an important adjunct to motor travel. Calgary, with so many fine motel operations, can offer you comfortable sleeping units, many with kitchenette facilities, all with right-at-the door parking. Government ratings

assure you uniform quality in every price range.

We heartily recommend the motels listed below to your use. We know you will find just what you want for a cool, quiet rest.

MOTELS

Amylorne Motel
Macleod Trail, South of Anderson
Road AL. 5-1498

Anchor Motel
1816 - 24 St. N.W. AV. 9-8457

Armstrong Motel
2359 Banff Trail AV. 9-4451

Avondale Motel
2231 Banff Highway AV. 9-1921

Barclay's Motel
5307 Macleod Trail CH. 3-6696

Blue Village Motel
70 Ave. & Macleod Trail AL. 5-4707

Bow River Motel
103 - 24 St. N.W. AT. 3-0777

Cambourne Motel Ltd.
5226 Macleod Trail CH. 3-0821

Cavalier Motel
2304 - 16 Ave. N.W. AV. 9-0211

Eamon's Bungalows
Banff Highway - #1A AV. 9-2005

Foothills Bungalow Motel
4630 Macleod Trail CH. 3-0479

TAKE OUT OR DELIVERED

Delicious HOT CHINESE FOODS

FRIED or ROAST CHICKEN
FISH and CHIPS

We Deliver on Orders \$3.00 and Over
Phone AM65121

TASTYDEL

2510 - 4th STREET WEST - CALGARY, Alta.

CROSSROADS

MOTOR

CALGARY



"Just For You"

HOTEL

ALBERTA

- 65 SPARKLING NEW ROOMS
- COMBINATION TUB AND SHOWER BATHS
- TWIN AND DOUBLE BEDS

- ROOM TELEPHONES
- CHILDREN'S PLAYGROUND
- FREE TV.

RESTAURANT - - - COFFEE SHOP

Dine and Dance Nightly

"GAY 90's LOUNGE"

At Junction of Highways 1 and 2 at East Entrance to City

For Reservations

2120 - 16th AVE., N.E. CALGARY - - - TEL.: CR. 7-0161

BEST WESTERN & A.A.A.

Dinny's Motel 4003 Macleod Trail	CH 3-1002	Ranger Motel 2107 - 16 Ave. N. W.	AV. 9-8788
Mt. Eisenhower Motor Court 2227 Banff Trail	AV. 9-7393	Ranch Motel 5229 - Macleod Trail	CH 3-2108
Graddell Motel Banff Hwy #1A & 37 St. N.W.	AV. 9-1111	Round-up Motel 1904 - 24 St. N.W.	AV. 9-2123
Hepburn Motor Court 5809 Macleod Trail	CH. 3-5551	Royal Wayne Motel 2416 - 16 Ave. N.W.	AV. 9-6651
Hillcrest Motel 3111 Edmonton Trail	CR. 7-7566	Scandinavia Motel 4637 Macleod Trail	CH 3-7791
Macleod Motel 4337 Macleod Trail	CH. 3-0001	Stampede Auto Court 4401 - Macleod Trail	CH. 3-1009
Meadow Motel 6912 Macleod Trail	AL. 5-7101	Star Motel 2010 - 24 St. N.W.	AV. 9-2332
Norseman Motel Ltd. 3640 Macleod Trail	CH. 3-2746	Sunset Motel 2112 - 24 St. N.W.	AV. 9-2101
Parkview Motel & Auto Court 2334 - 2 St. S.E.	AM. 2-3556	Sunnyside Lodge 828 Sunnyside Blvd.	AT. 3-2239
Rainbow Motel 7124 Macleod Trail	CH 3-3155		

SHOP

Rae-Son
Limited

for exclusively designed

FOOTWEAR

the softest leathers
the gayest colors
the fit of gloves

*Everything you want for
feminine footwear flattery.*

Modern travel demands have brought the motor hotel into being. Calgary has some striking examples of this type of accommodation. Complete parking, good food, room service, plus comfort-packed rooms make the motor hotels listed below just right for those who prefer this type of home-for-a-day.

MOTOR HOTELS

Caravan Motor Hotel
4 Ave. & 4 St. S.W. AM. 3-1010

Crossroads Motor Hotel
16 Ave. & 21 St. N.E. CR. 7-0161

Just 5 Minutes

From City Centre

AM 2-3556

PARKVIEW

**M
O
T
E
L**

26 Units

Kitchenettes

Coffee Shop

Play Area

Fully Modern

Radio and TV

2334 - 2nd St. S.E.

On No. 2 Highway

Your Hosts:

The Wards and The Smiths



Empress & Carlton Hotels

CALGARY

Comfortable Convenient
Free Television

EMPRESS AM 2-1141

CARLTON AM 2-4651



Many families enjoy bringing a trailer with them. The trailer park listed below offers such visitors very nominal rent, all power, water and sewer connections. Conveniently located too, so you are close to all conveniences and attractions in the city.

For those who prefer the outdoors, a campfire and a tent, Calgary can provide an excellent camp ground. Located on an island, with cool, clear rivers on every side, this tree shaded, well planned camp ground has all facilities. So close to everything, and only a small rental for your space. Pitch your tent on St. Patrick's Island for a most enjoyable stay. No mosquitoes, either.

TRAILER PARKS

Kingland Mobile Home Park
75 Ave. & Macleod Trail AL. 5-5295



Camp Grounds: St. Patrick's Camp Ground, St. Patrick's Island, AM 9-1296.

CLUBS and ASSOCIATIONS

S.P.E.B.S.Q.S.A. 421 - 12 St. N.W.	AM. 3-0781	Alberta Fish & Game Ass'n. W. Bruce Stewart	BR. 3-5162
Calgary Toastmasters Club Sec. Treas. Stevan Varro,	AM. 3-5010	Better Business Bureau 611B - 7 Ave. S.W.	AM. 9-3905
Elks B.P.O.E. Club 112 - 7 Ave. S.W.	AM. 6-5510	Calgary Philharmonic Society 3rd Floor Hudson Bay Co.	AM. 2-6984
Canadian Legion, BESL #1 116 - 7 Ave. S.E.	AM. 6-5388	Canadian Red Cross Society 1504 - 1 St. S. E.	AM. 6-6371
Calgary Philatelic Society Sam Nickle	AM. 9-1341	Junior League of Calgary Mrs. A. S. Palmer	CH. 3-3500
Calgary Coin Association Bruce Ross	CH. 4-6002	S.P.C.A. 35 Ave. & 5 St. N.E.	CR. 7-4097
		Y.M.C.A. 322 - 6 Ave. S.W.	AM. 9-6701
		Y.W.C.A. 223 - 12 Ave. S.W.	AM. 3-1550

You'll Sleep like a King at

BOWNESS HOTEL

FIFTEEN MINUTES FROM DOWNTOWN CALGARY
JUST AROUND THE CORNER FROM NO. 1 HIGHWAY

PRIVATE BATH IN EVERY ROOM. AMPLE FREE PARKING. FULL DINING FACILITIES

LICENSED PREMISES

BOWNESS HOTEL

6404 - BOWNESS RD.

PHONE BU. 8-4421

CARL L. KELLY, YOUR GENIAL HOST

Transportation

Calgary, so centrally located, can provide main line connections for Airlines, railways, bus lines and highways. Within the city, transportation of every type. Calgary Transit System provides scheduled, low rate buses to every part of the city. Several nationally known U-

Drive stations are conveniently located, new cars always available. Modern taxi fleets whisk you promptly and safely where you want to go.

Listed below are details on any type of transportation, to any area in or out of the city.



AIRLINES

Canadian Pacific Airlines—Daily flights to Vancouver via Cranbrook, Castlegar and Penticton. Connections to main line flights out of Vancouver. Phone AM. 2-4338.

Trans-Canada Airlines — Main line flights daily, excellent connections in all directions. Direct flights to all major Canadian cities, with connections to all foreign countries. Phone AM. 9-1311.

Western Airlines — Daily flights direct to Los Angeles, Salt Lake

City and many other major American centres. Phone CR. 7-0176.

Charter Air Service — Six charter firms operating out of Calgary provide a wide range of charter services, ranging from helicopter operations to air ambulance service. Consult your nearest information centre for complete details.

Aircraft Maintenance — Modern facilities for those who fly their own always available in Calgary. All particulars available at the airport terminal of McCall Field.

Where to get 3 weeks fun on 2 weeks holiday



The Sign of Service



All the fun of your own car—but none of the worry: that's the advantage of holidaying in a new Avis car of your choice. Each is spanking clean . . . thoroughly pre-serviced and in perfect mechanical condition. It's the *economical* way to go farther, see more!

THRIFTY RATE — ONLY \$42.50 per week (or \$7.50 per day) plus 12¢ a mile includes gas, oil, above average insurance coverage.

Pack more fun into this summer's vacation with the fast, courteous, complete service you get with Avis. Make your holiday-car reservations now—

Avis RENT-a-CAR
WESTERN U-DRIVE LTD.

240 - 6th AVENUE S.W.

PHONE AM. 9-6166

CALGARY AIRPORT: PHONE CR 7-7376

BANFF ALTA.: 204 CARIBOU AVE. — PHONE PO 2-3373

TELEX No. 038-252



**WELCOME VISITORS . . .
ENJOY YOUR VISIT
DROP IN AND SEE US
Your Hostess: Mrs. M. Snow**

PIG and WHISTLE COFFEE SHOP

**A STEP EAST OF CENTRE
111A Eighth Avenue East
(Downstairs)**

Phone AM 6-6457

**WE SERVE THE
"CHAMPAGNE OF COFFEES"
TRY A CUP**



RAILWAYS

Canadian National Railway — Daily service to Edmonton, for connection with C.N.R. mainline service. Phone AM. 6-5817 for schedules and other details required.

Canadian Pacific Railway—Main line service, as well as north and south lines to Edmonton, Lethbridge and Fort Macleod. Superb, modern trains daily to the east or thru the mountains to Vancouver. Phone AM. 6-9201 any time for schedules and rates.

BUS SERVICE

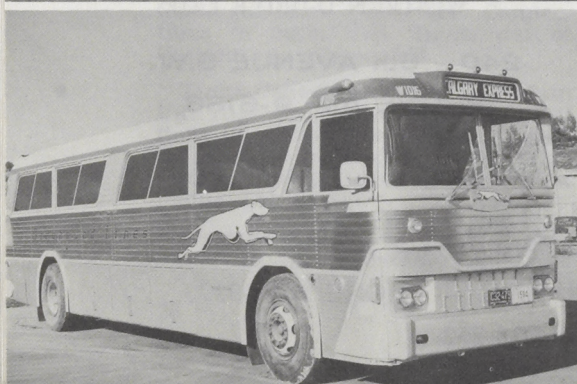
Greyhound Lines — Continental service daily in super bus equipment. Thru the Rockies, connections at border points to all parts of U.S., east thru all of Canada or north to Edmonton in comfortable, safe buses. Phone AM. 2-2131 for schedules, fares, etc.

Cardinal Coach Lines — Daily schedule connecting many rural areas. Call AM. 6-3710.

Calgary Gray Line — Charter and sightseeing bus service. During summer months, regular tours thru the many colorful Calgary attractions. Charter bus service any time of the year. Phone AM. 6-3820 for all details.

CALGARY TRANSIT SYSTEM

Fast service to all parts of the city. Call AM. 2-3028 for schedules and routes.



TAXI CABS

Bell Cabs, Royal Hotel Bldg.
AM. 2-2222 - AM. 2-3000

United-Imperial Cabs, 124 - 4 Ave.
S.W. AM. 2-2233 - AM. 2-3333

AUTOMOBILE RENTALS

Avis Rent-A-Car System (See ad
page 27) 240 - 6 Ave. W. AM. 2-9989
AM. 9-2688.

Hertz Dominion-U-Drive (see ad
page 29) 113 - 7 Ave. S.E. AM. 3-8400
AM. 2-1030.

Tilden Rent-A-Car Service, 111 -
7 Ave. S.W. CR. 7-5443



Cooling off in a Calgary pool.

Enjoy Your Vacation

WITH A

Clean 1960 Model Car



SPECIAL RATES FOR BANFF TRIPS.
IMMEDIATE SERVICE BY CALLING

AM 3-8400

McCALL FIELD TERMINAL OFFICE CR. 7-0675

Hertz Dominion-U-Drive

113 - 7th Ave. S.E.

Calgary

Just Across From The York Hotel

Sports in Calgary

Calgary is strongly sports minded. There is such a wide variety to be found in the city, it is the rare case where visitors cannot find their favorite. Listed below are the many sports, spectator and participation alike, here for your pleasure.

Where possible, details are shown to make it easy for you to find and enjoy the ones you prefer. Where contacts or locations are not shown, please call AM. 9-1677 or drop in at the Hospitality Centre, Mewata Park, for complete details.

Calgary's new Gun Club



Archery: Phone AL. 5-5042 for full details.

Badminton: Played all year round in schools, colleges, YMCA and YWCA.

Baseball: Semi-pro league plays at Buffalo Stadium in season. Babe Ruth, Pony and Little League play on regular schedule. Call AM. 9-1677 for game schedules.

Billiards: Several fine billiard halls open all year. For locations, call AM. 9-1677.

Horse Racing: Racing at the Victoria Park during May, June, July and September. Phone AM. 9-1677 for exact schedules and particulars.

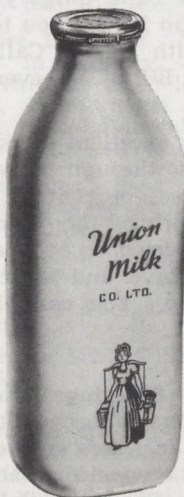
Bowling, Lawn: Five superb lawns in the city. Full particulars available through AM. 9-1677.

Bowling, Five and Ten Pin: Seven alleys in the city, with automatic pin setters and all other modern conveniences. Consult the yellow pages for locations.

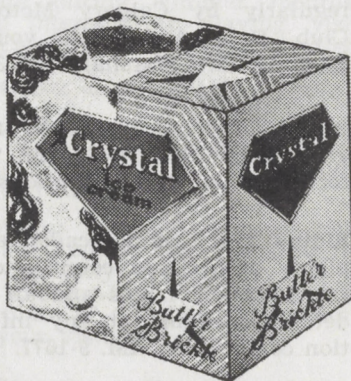
Boating: Outboard and sail locations in every direction from Calgary. Canoeing available every day and evening during the summer at Bowness Park.

Horse Shows: Several a year, with the finest horse flesh on display. AM. 9-1677 will give you dates and details.

Union Milk



Crystal ICE CREAM



UNION MILK CO. LTD.
CRYSTAL DAIRY LTD.

QUALITY DAIRY PRODUCTS FOR OVER 50 YEARS

Boxing: Bouts held regularly. Dates and details available at AM. 9-1677.

Cricket: Played every Saturday afternoon during the summer at Riley Park, 5th Ave. & 11th St. N.W.

Curling: Many fine rinks, including the world's largest. Curling regularly through the winter months. Open ice available, where rocks and brooms can be rented. Phone AM. 9-1677 for full particulars.

Dancing: Several reputable dancing centres as well as many dine and dance locations. Consult the yellow pages or call AM. 9-1677 for exact details.

Football: Professional football at its best played in Mewata Stadium during Fall season. High school and junior schedules provide plenty of football action. Schedules available at Hospitality Centre or by calling AM. 9-1677.

Mountain Climbing: Much of the very best is so near at Calgary. Call AV. 9-7633 for more complete details.

Motorcycle Racing: Meets held regularly by Calgary Motorcycle Club. Dates and details yours by phoning Chris Marshall - BR 3-5676.

Polo: Polo has been played in Calgary since 1912. Call AM. 9-1677 for game dates and locations.

Riding: Many riding academies and plenty of pleasant country to ride in. Locations, rates and all other details available at any information centre or at AM. 9-1677.

Fencing: An active fencing club invites your participation. Call Dr. L. G. Cody at CH. 4-2294 for particulars.

Fishing: So many places and varieties to choose from! Drop in at Hospitality Centre for regulations and locations cheerfully provided without charge.

Flying: Calgary Flying Club, McCall Field, welcomes you any time. Call manager W. W. Smith at CR. 7-4048 for details.

Golf: See page 45 for all details.

Hunting: There's so much here, there's a complete story of all types of hunting on page 71.

Judo: The Judo club welcomes you any time. For particulars, call AM. 9-4575.

Miniature Golf: Open at Bowness Park every afternoon and evening during the summer.

Fastball: Several leagues, men's and women's, play regularly throughout the summer. Details at AM. 9-1677.

Rock Hunting: The Calgary Rock & Lapidary Club invites you to join in the fun with them. Call AM. 2-6305 days or BU. 8-2147 evenings.

Skating: Many excellent rinks from which to choose through the winter months. Skates for rent at most locations. During the summer, special skating ice open at Meadowlark Rink, 58th Ave. and 4A St. S.W. when interested. You can always call AM. 9-1677.

Skeet & Trap Shooting: Calgary Gun Club offers the newest and most complete facilities on the continent. Visitors are welcome at 32nd Ave. and 15th St. N.E. Call CR. 7-3305.

ICE

Twenty-Four hour Self-Serve ice available at the following locations:

1151 Bowness Road — five doors west of Plaza Theatre.

Shell Service Station, 9th Ave. & 10th St. S.E.

Shell Service Station, 2nd St. E. & 14th Ave.

Shell Service Station, 38A Ave. & McLeod Trail

16 Ave. N.W. & 21st St. N.W. (Banff Trail)

17th Ave. & 11th St. S.W.

Chinook Shopping Centre, Macleod Trail.

Lothar's

ADVENTURES IN DINING

Specializing
in

SEAFOOD

AND STEAKS

CONTINENTAL CUISINE

Member of

Canadian Restaurant Association
National Restaurant Association



AIR CONDITIONED

ROYALITE BUILDING

7th Ave. and 2nd St. S.W.

AM 9-7890

Skiing: The world's finest within easy reach. Full details are yours any time at any information centre or by phoning AM. 9-1677.

Square Dancing: A popular past-time in Calgary. Jamborees and general dances held regularly all year. You can get accurate details from Cliff Raymond at AM. 6-9230 days or CH. 9-1701 evenings.

Swimming: Four outdoor pools South Calgary Pool, 31st Ave. and 15th St. S.W.

Mt. Pleasant Pool, 22nd Ave. and 5th St. N.W.

Bow View Pool, 6th Ave. and 18th St. N.W.

Milligan Pool, 70th Ave. and 20A St. S.E.

Your favorite sport may possibly have been overlooked. The Calgary Tourist and Convention Association is at your disposal at any of their information centres on major entrances to the city, or in the down-

Swimming: Five outdoor pools open during the summer. Locations shown below:

Tennis: Several quality courts operate during summer months. When interested in playing, visit the Calgary Tennis Club at 15th Ave. and 16th St. S.W. or phone CH. 4-5302 or AM. 9-1677.

Water Skiing: See boating above. The same locations suitable for water skiing. To get particulars just call AM. 9-1677.

Wrestling: Grunt and groan fans will be happy to know wrestling is held regularly in the city. Dates vary so call AM. 9-1677 for the time and place of scheduled bouts during your visit.

town location at Hospitality Centre, Mewata Park. Call AM. 9-1677 and if we don't have it, we'll soon find it for you. Above all, when you are in friendly Calgary, enjoy yourself!

Dining

You will find every type of food centre ready to serve you in Calgary. Friendly, quick-service coffee shops. Family type restaurants. Dining lounges, where good food and good drinks compliment each other. Exotic night spots, with entertainment and dancing as well as fine food and beverages. Specialty houses for Chinese, Italian, seafood or European cuisines. Steak shops, for charcoal broiled ribs, steaks or chicken. Quiet, stately dining rooms for superlative service, food and wines, take out stations, for you to pick up a hot meal to eat in the car or cabin. Drive-ins, with curb service right to your car.

Many of the good food establishments in Calgary feature the world's finest Alberta beef. Raised in the lush foothills, the invigorating climate and perfect grazing provides the finest beef cattle found anywhere. When you are in doubt, ask for Alberta beef.

Listed below, in categories to make it easy for you to decide which type you prefer to use are Calgary's finest. We recommend them to you for your eating enjoyment.

Family Restaurants

Barney's Fine Foods 3828 Macleod Trail	CH. 3-5292
The Carolina 619 Centre St. S.	AM. 6-1277
Eamon's Drive-Inn Restaurant Banff Highway	AV. 9-2005
Elite Cafe Cochrane, Alberta	
Lothar's 7 Ave. & 2 St. S.W.	AM. 9-7890
Pig & Whistle Coffee Shop 111A - 8 Ave. S.E.	AM. 6-6457
Prairie Dog Inn 821 - 17 Ave. S.W.	CH. 4-2859
Rose Room Restaurant 221 - 8 Ave. S.W.	AM. 9-2720
Royal Dining Room 708 - 2 St. S.W.	AM. 2-4326
Tiroler Chicken Chalet 609 Centre St. S.	AM. 3-3375
Trans-Canada Cafe 1704 - 3 St. N.E.	CR. 7-6911

Supper Clubs (cocktails)

Amber Room, York Hotel 7 Ave. & Centre St.	AM. 2-5585
Hy's Steak House 807 - 3 St. S.W.	AM. 6-1322
Ging's Supper Lounge 232 - 17 Ave. S.W.	AM. 6-4140
Patio Room Airport, McCall Field	CR. 7-4436
Pump Room Petroleum Building	AM. 2-1790
Shield Room, Wales Hotel 7 Ave. & 2 St. W.	AM. 6-1031

Dining Lounges

(cocktails, entertainment)

Airway's Bar YC Airport, McCall Field	CR. 7-4436
The Caribbean Room, Beacon Hotel 16 Ave. & Centre St. N.	CR. 7-4124
Gay 90's Lounge, Crossroads Motor Hotel 16 Ave. & 20 St. N.E.	CR. 7-4548
Purple Lantern Ltd. 506 - 4 Ave. S.W.	AM. 9-4808

Drive-Ins

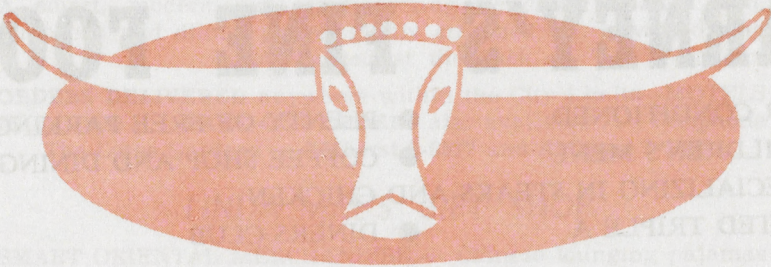
Embers Drive-In & Restaurant 68 Ave. & Macleod Trail	AL. 5-0791
Sunrise Drive-In Restaurant 1635 - 37 St. S.W.	CH. 9-1666

Take Outs

Barney's Take Out 1426 - 17 Ave. S.W.	CH. 4-2536
Chicken-On-The-Way 1443 Kensington Rd.	AT. 3-4931
Tasty Del 2510 - 4 St. S.W.	AM. 6-5121

HY'S STEAK HOUSE

807 - 3rd STREET WEST, CALGARY



"Home of the Charcoal Broiler"



DINING ROOM OF DISTINCTION



LICENSED LOUNGE

Open 5-12:30 p.m. Daily
Sundays and Holidays
5-9:30 p.m.





"Howdy, Visitor" here's a tip . . .

When it's time to eat order a treat . . .

just dial **CHICKEN**
C H 4 2 5 3 6

*To Have Barney's Delicious Kentucky Fried Chicken Delivered
Hot to your Motel or Drop Into*

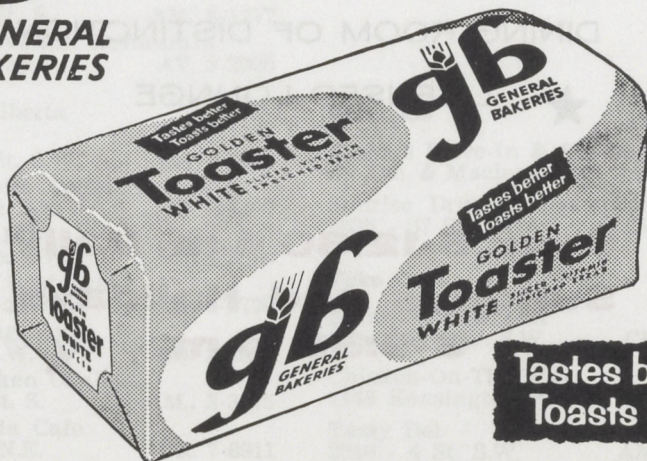
BARNEY'S FINE FOODS

- AIR CONDITIONED
- CHILDREN'S MENU
- SPECIALIZING IN STEAKS AND CHICKEN
- RATED TRIPLE A
- PLENTY OF FREE PARKING
- COFFEE SHOP AND DINING ROOM
- DINERS CLUB

In the Hotel Stampeder on the MacLeod Trail
CALGARY

gb
GENERAL
BAKERIES

*The symbol of
good baking*

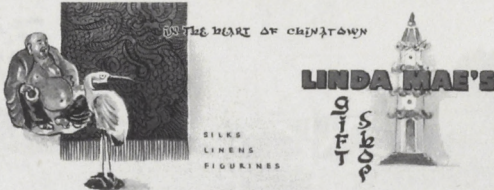


**Tastes better
Toasts better**

AT FOOD STORES EVERYWHERE

LINDA MAE'S

LOTUS GARDENS



Calgary . . . 219 Centre Street

Entrance on Third Avenue Southwest

Open Week-days 12 noon to 3 a.m.
(Sundays to 12 midnight)

A smart, modern restaurant serving delicious Chinese food. Luncheon and dinner parties gladly arranged . . . private dining room located at the back.

ORDERS DELIVERED anywhere within the City Limits—**MOTELS INCLUDED** . . . **TAKE-OUT ORDERS** also available . . . Telephone The Lotus Gardens — **AMherst 9-6577** and **AMherst 9-5367.**

LINDA MAE'S GIFT SHOP

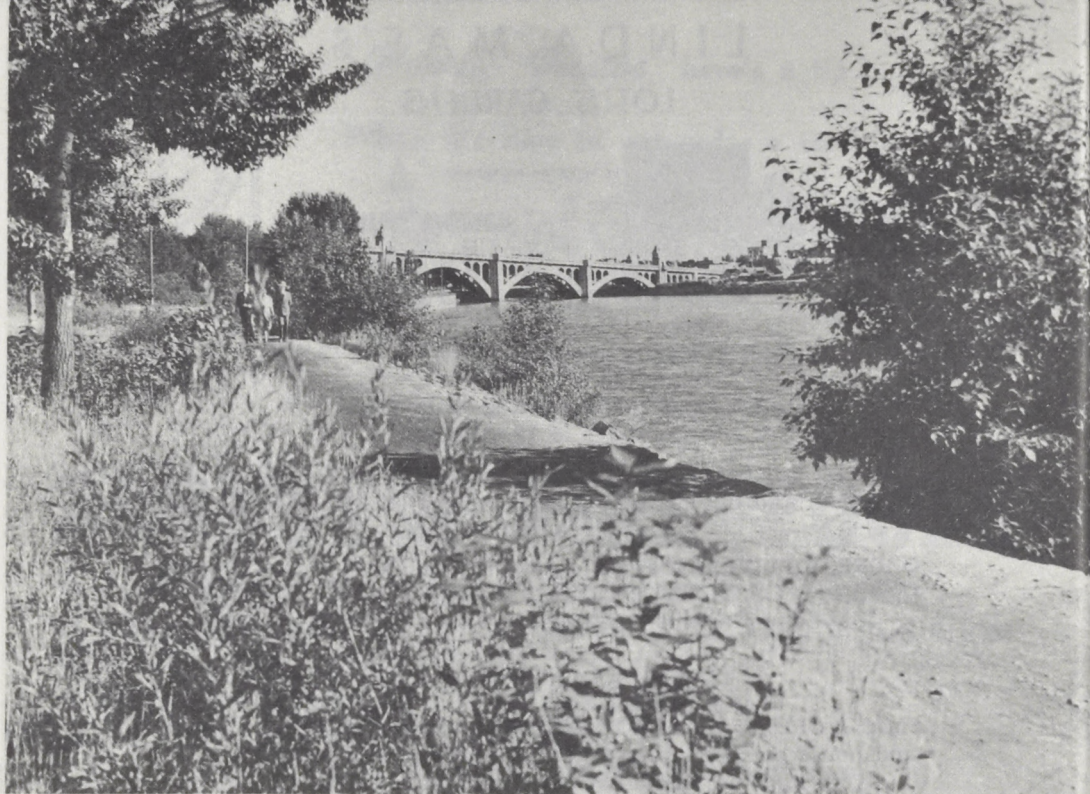
SMART ORIENTAL MERCHANDISE — Chinese lounging pajamas and housecoats . . . hand-embroidered and hand-beaded slippers, ivory figurines, hand-painted china vases and much more.

Telephone **AMherst 6-5858**

219 Centre Street



SYLVAN LAKE



Along the peaceful Bow Telephone Building 115 Centre Street

New!



EXTRA CREAMY and DELICIOUS,
because EXTRA CREAM has been
added! In fact, the CREAMIEST,
MOST DELICIOUS ice cream you ever
tasted!

PALM PREMIUM OLD FASHIONED ICE CREAM
* most popular of treats! * most luxurious of desserts!

CALGARY'S NEWEST! EXCITINGLY DIFFERENT!

PANCAKES
STEAKS
PIZZA
ESPRESSO



PRAIRIE DOG INN

821 - 17th AVE. S.W.
PHONE
CH 4-2859

**INTERESTING FOOD WITH ATMOSPHERE
TAKE OUTS, TOO!**



The colorful Kananaskis Road

The Door's Always Open!

PROMPT SERVICE — GOOD FOOD — PLEASANT SURROUNDINGS

24 HOURS A DAY

WHITE SPOT

11th AVE. AND 4th ST. S.W.

JUST 3 BLOCKS SOUTH OF EATONS

BANQUET FACILITIES



"Top Of The Town"

and

PATIO
DINING LOUNGE

ENTERTAINMENT
NIGHTLY

MUNICIPAL AIRPORT

McCall Field

For Reservations

Phone CR 7-4436

OPEN

11:00 A.M. - 12:30 A.M.

Turner's
Restaurants
Ltd.

24-Hour Restaurant Service

White Spot (See ad page 39)
1101 - 4 St. S.W. AM. 2-5911

Dairies

Alpha Jersey Dairy (Calgary)
(See ad page 58)
704 - 11 Ave. S.W. AM. 2-5426

Model Dairies (see ad page 8)
308 - 17 Ave. S.W. AM. 2-2311

Palm Dairies Ltd. (See ad page 38)
11 Ave. & 8 St. S.W. AM. 9-4991

Union Milk Co. Ltd. (see ad page 31)
1 St. S.E. & 5 Ave. AM. 2-4686

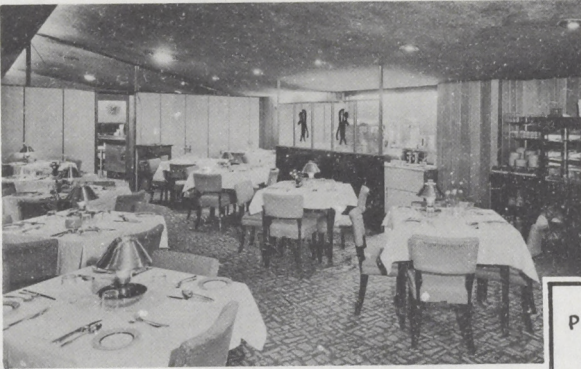


LOWEST PRICES ON

ROYAL ALBERT
BONE CHINA

NICE RANGE OF ENGLISH
WOOLLENS, SWEATERS,
SKIRTS.

119 - 8 Ave. W. AM. 2-7262



THICK JUICY STEAKS
GRILLED TO SUIT YOUR
INDIVIDUAL TASTE

SPECIALIZING IN
ITALIAN CUISINE

SOUTHERN FRIED
CHICKEN

PH. AM 2-1790

PETROLEUM BLDG

1ST ST W

← ONE WAY 9TH AVE. S.W.

PARKING
LOT

POST
OFFICE

PALLISER
HOTEL

The **Pump Room**

LICENCED DINING LOUNGE

and PUMP ROOM LOUNGE

Residential Scene





McCall Field Mural

The striking mural in McCall Field Terminal captures the story of Calgary and the West in vivid fashion. This brief outline of the mural will help you know the story in full.

In the vanguard of the westward march of civilization were the advocates of Christianity. In the group of five men at the top of the mural, two of the earliest missionaries are shown. Reverend John McDougall, of Protestant faith is on the left, Catholic leader, Father Lacombe on the right. Second from the left is Col. Macleod, who led the Royal North West Mounted Police in bringing law and order to the area. The centre figure is Chief Crowfoot, who signed the peace treaties of 1877

and established friendly relationships between Indian and white man. The remaining figure of the group represents the business men who established trade posts in the west.

The pioneers and covered wagons, symbolizing the hardy settlers who established the country, are shown from a typical setting on Calgary's North Hill. They are pointing prophetically into the valley of the Bow River, where the artist has depicted the modern city you see today.

Enjoy the beauty of the mural, take the friendly thoughts of Calgarians thru the years along with you.

Ging's Supper Lounge

232 - 17 AVE S.W.

PHONE AM 6-4140

Licensed

Business Men's
Luncheons
11 a.m. - 2 p.m.
Mon., Thru Fri.



Steak House
5 p.m. - 12 p.m.
Mon. Thru Sat.

Your Hosts — Dorothy and Harold Gingrich

SPECIALTIES — Steaks — Spareribs — Chicken — Rainbow Trout

Relaxing Atmosphere

Soft Music





Get in the Swing!

FUN FOR ALL — COME OUT AND ENJOY YOURSELF.

The Airport Driving Range invites you to "Get in the Swing". Golfers, amateur golfers and beginners — practise your drives at our modern driving range.

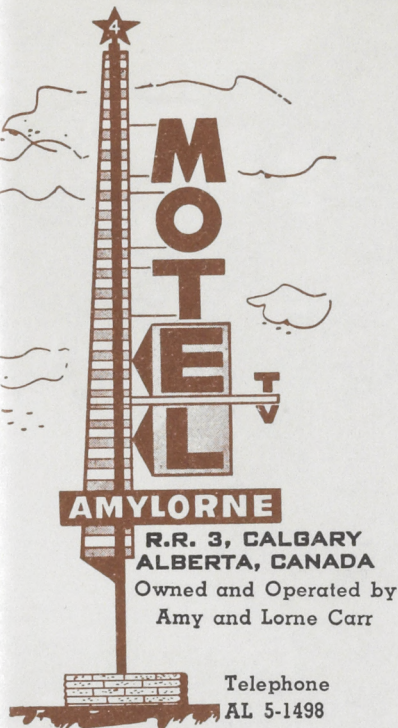
For those wanting relaxation and healthful exercise we invite you to play our new nine hole pitch and putt course.

ALL MODERN EQUIPMENT
AVAILABLE

**Located West of Terminal
Building Calgary Airport**

Phone CR 7-2639





AMYLORNE MOTEL

No. 2 Highway, South

Separate Units Consisting of:

Living Room

Bedroom

Kitchenette (complete)

Bathroom

Wall-to-Wall Carpeting

Maple Furniture

Posturepedic Mattresses

Complimentary T.V.

An excellent par 3 golf course is operated in conjunction with the Motel. Grass greens and fairways are kept in beautiful condition—complimentary to guests.

Golf in Calgary

The Calgary area, with gently rolling foothills and lush foliage, is ideally suited for good golf course layouts. There are many golf courses in Calgary, as well as driving ranges and a pitch and putt course. Take time off to work the kinks out and keep your score low with a game of golf. Listed below are the many facilities where you will be welcome.

Golf Courses Open for Green Fees Players

Bowness Golf Course, Bowness.

Regal Golf Course, 6th St. and 24th Ave. N.E.

Inglewood Golf Course, East Calgary.

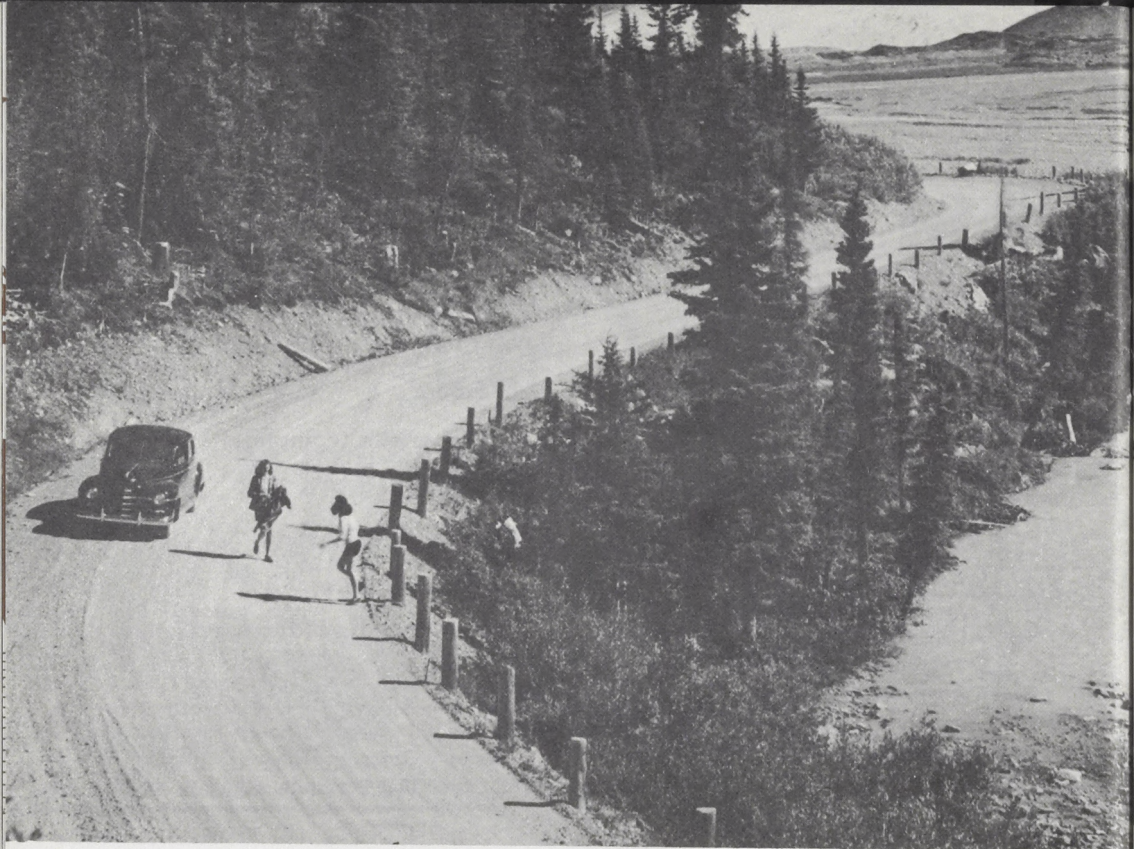
Shaganappi Golf Course, 12th Ave. and 26th St. S.W.

Other courses through members only.

PITCH AND PUTT

For those who haven't time for a full game, yet want to keep their hand in, the pitch and putt game is ideal. Calgary's best offers you velvet smooth greens and a terrain just difficult enough to make it interesting. Clubs are included in the nominal green fee in case you didn't bring yours. Amy and Lorne Carr, the genial hosts, will see you find pleasure and recreation on the

Par 3 Golf — Just beyond city limits on No. 2 Highway South, right next to CFAC transmitter. Phone AL. 5-1498. (See ad above).



Alaska Highway

Calgary is a natural stopover on the road to Alaska. Superb paved highways from every direction converge on Calgary, lead north to the fabulous Alaska Highway. Only 555 miles to Dawson Creek and Mile Zero.

If you have a taste for adventure and like driving through wilderness country almost untouched by the hand of man, then a wonderful journey awaits you along the Alaska Highway.

It's a long trip — 1,523 miles from Mile "O" at Dawson Creek, British Columbia to Fairbanks, Alaska — but the highway ranks high on the list of world renowned vacation routes. Some 1,221 miles of the road lies in Canada.

From Dawson Creek, B.C. where the road proper starts, you'll penetrate a land of mystery and enchantment. You'll drive through a densely forested Rocky Mountain region, past silent, tree-lined lakes, along spruce and birch-clad river valleys where the only sign of

habitation is small outposts, mining projects and highway construction camps.

It's an exciting, rugged land, rich in scenic beauty, and remote from civilization; and it's a sportman's paradise.

For anglers, fishing in the swift running streams, and in the clear, icy northern lakes is a superb sport. You may stop along the way and try your luck with fighting Arctic grayling, northern pike, pickerel, lake trout and giant rainbow trout; and in season the hunter will find moose, deer, bear and other big game in abundance.

Key to a successful and carefree highway vacation in the Yukon is careful planning. Schedule your trip along the Highway for the period from June to October. At other times of the year you may experience extreme winter cold and during spring thaws driving is sometimes uncomfortable and difficult for a pleasure trip. The road, however, is open all year long.

KNITTED ENSEMBLES BY LUCIA OF GERMANY
and other leading European houses

at
edwards & falger

EXCLUSIVE IMPORTS

CALGARY — AMherst 9-7156 — BENTALL BUILDING

**WE CARRY THE LARGEST SELECTION OF KNITWEAR
IN WESTERN CANADA**

The Alaska Highway is not a paved road, but a gravelled all-weather highway on which dust conditions are bound to be encountered in dry weather. The road alignment, grades and sight distances are good and it is possible to average an ordinary day's driving on the Highway. You can also plan on having up to 20 hours of daylight in this country during the summer period.

Mosquitos may be encountered in some areas but if you carry a supply of some of the modern repellents they won't mar your trip in any way. It's best to remember, too, that nights in the northern

mountain regions can be quite cool, even in mid-summer, so if you're planning on camping along the Highway, come prepared with a set of blankets and some warm clothing.

Hotels, stores, meals, gas, oil and repairs are available at convenient stops along the entire route, and if you like to camp out there's plenty of opportunity, including ten prepared camp-grounds with cooking and other facilities in the Yukon section.

It's all so easy to reach from Calgary. In fact, you can see it all from Calgary.

THE HEPBURN MOTOR COURT

On No. 2 Highway South

Phone CH 3-5551

Calgary's Finest Motel

Quiet — Spacious — Playground — Telephones — TV



Historic Sites

By HUGH A. DEMPSEY

Archivist, Glenbow Foundation

Calgary has played an important part in the colourful history of Alberta and a tribute to its past is made through various historic sites in the city. One of the most important events was the arrival of the North-West Mounted Police in 1875. They established Fort Calgary and were the founders of the original settlement. Their contribution is marked by a large stone near the

original fort in east Calgary and a cairn on the grounds of the public library.

Another cairn on the same library grounds pays tribute to R. B. Bennett, former Prime Minister of Canada. Mr. Bennett was a pioneer Calgary lawyer and had been active in politics in the old Territorial Government.

On the grounds of beautiful St. George's Island stands a building which is reputed to be the first house in Calgary. It was built of drift logs by a pioneer surveyor in 1883. This stands as a memorial to the great pioneers of the past.

Calgary is also dotted with points of historical interest such as Shaganappi point, the Eagle ridge subdivision which was near the home of Calgary's first settler, the Blackfoot trail on Nose Creek, the Edmonton trail, Fort Macleod trail, the pioneer building at the Stampede

Grounds, and many others.

In the surrounding district there are such sites as the place of Rev. George McDougall's death during a buffalo hunt; the location of Morley mission, built in 1872; Our Lady of Peace mission, built in 1873; the first cheese factory built in Alberta; the first woollen mill and irrigation developments and a number of other important locations.

Some of these sites are marked by cairns while others are identified by highway road signs.



FIRE DEPT. — 1905



RED RIVER CARTS — 1888



THE FAIR — 1908

Information Service

The Calgary Tourist & Convention Association is an organization dedicated to the service of visitors. A non-profit organization, financed by the City of Calgary, Calgary Chamber of Commerce, and interested business firms, it operates all year round in your interests.

Free information centres operate at the three major entrances to the city during the summer season. Hospitality Centre, Mewata Park, is open all year at the site of the 5934 locomotive. You will find cheerful attendants on duty who can answer your questions and suggest many pleasant ways you can make the most of your vacation.

Road maps, accommodation lists, details on points of interest, and the many other pieces of literature you would like to round out your vacation are always available, no charge, at your friendly Tourist Association centres.

Business people who make the organization possible proudly display the bright brown and yellow membership sign. You are assured competent attention and fair prices at any member business.

Listed on the next page for your convenience are the four locations of the free information centres.

The Lordly LOBSTER



Is Royally served in our
**CARIBBEAN
DINING ROOM**

Gay CALYPSO LOUNGE Is Fully Licensed



DANCING Friday - Saturday Evenings

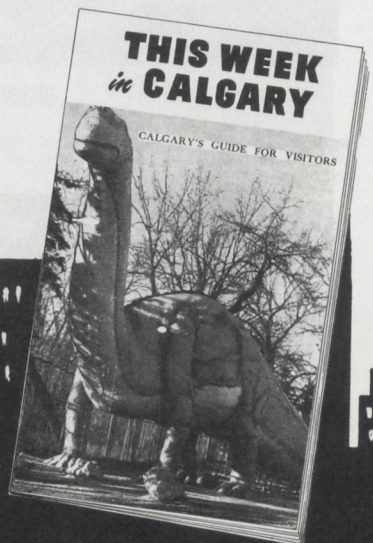
RES. PHONE CR 7-4124
16th Ave. & Centre St. N.
Paved Customer Parking

FREE TO VISITORS . . .

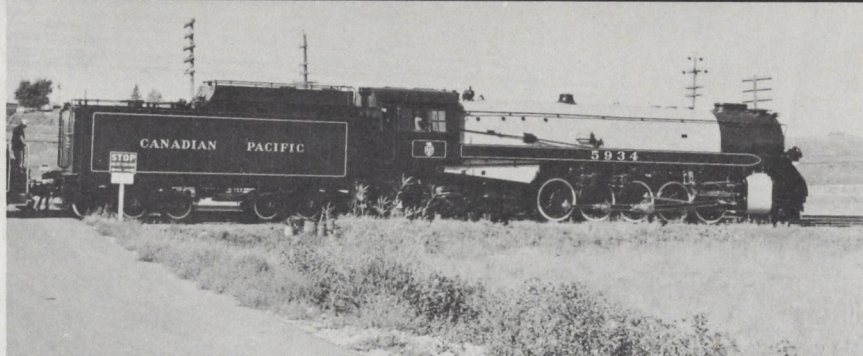
Ask for a copy of **THIS WEEK IN CALGARY** — free to the guests of Calgary's leading hotels or motels. Current information on entertainment, restaurants, shops and services.

SERVICE TO BUSINESSMEN . . .

An advertising medium serving the travelling public — available to the businessman the year around. Published weekly since 1955. For information phone AM 6-4150 or write 634A - 17th Avenue S.W., Calgary, Alberta.



SERVING in CALGARY'S VISITORS



SUMMER SEASON

(June 1 to Sept. 15)

No. 1 Highway — (Trans-Canada) from Banff. Watch for road signs indicating the location about 5 miles west of city limits.

No. 2 Highway — (Macleod Trail) from the south. Frequent road signs indicate the Booth location right beside the CFCN transmitter property, approximately 7 miles south of the city limits.

The Crossroads, at the junction of No. 1 Highway from the east and No. 2 highway from the north, watch for the road signs indicating this location.

HOSPITALITY CENTRE, MEWATA

PARK (Open All Year)

At the site of the 5934 locomotive, this centre not only provides free information the year round, but provides an opportunity to see at first hand the largest steam locomotive in the Commonwealth. Drop in any time to get the information you want, given cheerfully and with no charge, and enjoy a look at Engine 5934. Free shooting towers enable you to have your picture taken at the throttle of one of the world's railroad giants, or photograph your friends in the cab of the tremendous engine. Tele. AM 9-1677.

960

No visit to Calgary is complete until you tune

RADIO 960

Enjoy the wonderful world of

CFAC

The station that program's for
all the family!

Red Carpet Caterers

507 - 8th Avenue S.W.
Calgary, Alberta

CATERERS TO:

- BRIDAL SHOWERS
- PRE NUPITAL PARTIES
- WEDDINGS
- BAR MITZVAHS
- ANNIVERSARY PARTIES
- BUSINESS CLUB LUNCHES
- TEAS
- BAR B'Q'S
- COMMUNION BREAKFASTS

WE FEATURE:

TAKE-HOME BUFFETS
FANCY SANDWICHES
CAKES & PATI FOURS
HORS D' OEUVRES
CANAPES

*Be a Hostess to Your Guests
Let "Red Carpet" do the rest.*

AM. 3-4375



Fishing in Calgary

A city nestled in rolling foothills country, with many creeks and rivers, and nearby lakes, Calgary is an ideal fishing centre. However, like any popular fishing area that not only has thousands of local fishermen, but also attracts added thousands of enthusiasts, good fishing spots are where you find them.

With the world's largest trout hatchery right in Calgary (for details see Points of Interest), waters in all directions around the city are stocked regularly.

There is no closed season on fishing in Alberta. Some waters are closed from time to time to permit fish to reach maturity, but such are always listed in the official regulations.

The following list gives you an idea of the variety of fish to be found in the Calgary area.

Trout, Grayling and Rocky Mountain Whitefish; includes cutthroat,

rainbow, Kamloops, Lock Leven, brown, Dolly Varden, speckled, hybrid, Arctic and Montana grayling, Rocky Mountain Whitefish.

Lake trout, meaning salmon or Great Lakes trout.

Pike, Pickerel, Perch, Goldeye.

Angling permits are required by all persons over 16 years of age. The annual fee is \$1.00 for residents and non-residents alike. Be sure to ask for your copy of the official regulations and maps when purchasing your license.

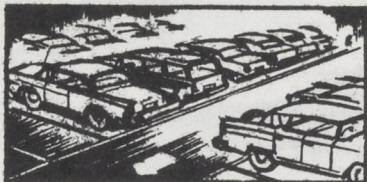
Don't miss a visit to the Trout Hatchery (see Points of Interest) on your visit. Ardent fishermen of all ages are fascinated with the workings of the hatchery, and the many live exhibits on display in the pools.

For more details, directions, or maps, call at any information centre. Drop in at Hospitality Centre, Mewata Park, any time for all particulars.

Happy fishing!

Your Headquarters For One-Stop Shopping!
Free — Easy Parking For Over 2500 Cars!

CALGARY SHOPPING CENTRE



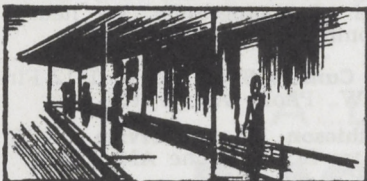
Free Parking for Over 2,500 Cars



16th Ave. & 14th St. N.W. on the Trans-Canada Highway.



Over 48 Stores and services



Weatherproof, Covered Malls.



On The North Hill — 16th Ave. & 14th St. N.W. across from the Jubilee Auditorium.

Over 42 Stores For Your Convenience
 Medical & Dental Services — Business Offices

Outdoor Music — Recreational Facilities

Restaurants — Friendly, Courteous Service

Finest In Merchandise — Excellent Values

It Never Rains Under Our Covered Mall!

Shop At These Friendly Calgary Shopping Centre Stores:

Agnew Surpass Shoe Store
 Alberta Liquor Store
 Alberta Shoe Repair
 Alberta Trophy Shop
 Audivox Hearing Aids
 Barber Shop
 Bata Shoe Store
 Betty Shop
 Bowling Lanes
 Calgary Sports Centre Ltd.
 Canadian Bank of Commerce
 Card & Candy — Post Office
 Dominion Groceteria
 Exquisite Flowers
 Fabric Care Cleaners and Laundry

Hallings Music
 House of Modern Furniture
 Jiffy Car Bar
 Joe Mark Men's Wear
 Lad & Lassie Children's Wear
 Lazy Susan Restaurant
 Loblaws Groceteria
 MacLeods Hardware
 Merle Norman Cosmetics
 Otto's Lady Fair Beauty Salon
 Park Lane Restaurant & Banquet Room
 Reed's Gift and China Shop

PMS Camera and Toys
 Reitmans Ladies' Wear
 Sasseville Paint Shop
 Silk-O-Lina Ladies Wear
 Sterling Shoes
 Tamblyns Drug Store
 Teds Carpentry
 Tip Top Tailors
 Toronto-Dominion Bank
 United Cigar Store
 Dr. Philips Optometrist
 Wedell's Jewellers
 North Hill Electric Appliances
 Woolworth's
 Zellers



Scenes like this await your camera everywhere

Photography in Calgary

Calgary offers a wide variety of interesting subjects for the camera enthusiast. For movie fans, titling boards can be found at any of the four Calgary Tourist & Convention Association information centres as you begin your footage.

The unique geographical location of Calgary provides unlimited opportunities for picture taking. Many viewpoints (see points of interest) for panoramic shots can be found on both north and south hills. Colorful parks make excellent background for family scenes.

The massive dinosaurs at the natural history park are favorites of every one, as are the many live exhibits at the Zoo. The 5934 locomotive also provides unusual shots of your party.

Bowness Park, with the lazy lagoons and many other attractions, is another popular camera subject. Brewery Gardens and Trout hatchery is an old favorite with visitors.

Massive oil refineries and other industrial plants make excellent color shots at night. The Calgary Stampede, of course, is tailor made for either superb action shots, or colorful stills.

There are many other places to go and things to do that are interesting enough to use your camera. Carry plenty of film and be ready any time — you'll have ample opportunity.

For films, accessories, helpful suggestions, or anything in the field of photography, we heartily recommend —

Isis Camera Shop Ltd. — 1112 First St. W., Phone AM. 2-2651.

Mathieson Photo Service — 611 Centre St. S., Phone AM. 3-2561.

Photocrafts — 710 - 3 St. W., phone Am 2-1011.

SPECIAL NOTE TO USERS OF KODACHROME COLOR FILM

Kodachrome Color Film, when purchased in United States, does not include free processing in the purchase price. In Canada free processing is included when the film is purchased. The film will be processed no charge at any processing plant in Canada, and will be honored at any Kodak processing plant in the United States.

PICTURE IT NOW

for finest film finishing

SELECT

SHIPLEY
PHOTO SERVICE
DEALERS

in the cities or country

ALL COLOR

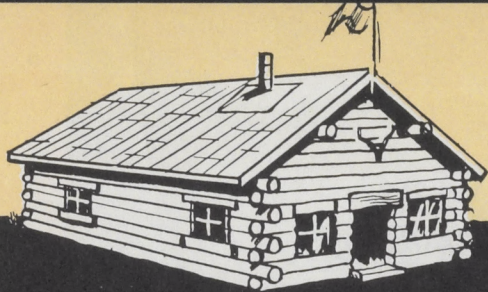
BLACK - & - WHITE

- A SNAP DECISION

YOU'LL NEVER REGRET -



SEE IT FOREVER



Calgary's First Trading Post

'Way back in 1875, when Calgary had a population of only 50 people, the first Hudson's Bay Company store was built. A leader in the community then as now, The Bay kept pace with the development of the city. In 1891 a large new store was built at 8th Avenue and Centre Street, and in 1913 the present store was erected. Additions in 1931 and 1958 have made The Bay in Calgary a bright, modern and convenient one-stop shopping centre.

**IN
CALGARY
IT'S**

the Bay

- **DAILY STORE HOURS:**
9 a.m. to 5:30 p.m.
Fridays: 9 a.m. to 9 p.m.
- **Phone All Departments:**
AM 2-0345.

IT'S SUCH A PLEASURE TO SHOP AT THE BAY

- **CENTRALLY LOCATED** in the heart of downtown Calgary at First Street West and Eighth Avenue. Most city buses leave from this corner.
- **THE CHINOOK ROOM . . .** Fifth Floor, for delicious meals or snacks, cafeteria style.
- **THE BEAUTY SALON,** for the latest hair stylings.
- **THE POST OFFICE . . .** on the Second Floor where you can purchase stamps, mail parcels and obtain customs information.



IN BANFF

too, it's The Bay! The modern store in Banff carries a good selection of imported merchandise and everyday needs, at the same low prices in effect in the Calgary Store!



Enjoy a World of Shopping at the Bay

ENGLISH BONE CHINA . . . distinctive dinnerware and delicate ornaments by such famous makers as "Foley", "Royal Doulton" and "Wedgwood".

"The Bay" China . . . Fourth Floor

HUDSON'S BAY COMPANY FURS . . . long recognized as the finest in fashion and quality. See our collection for 1960.

"The Bay" Fur Salon . . . Third Floor

COWICHAN SWEATERS . . . original and distinctively Canadian, made on the Indian Reserves of Vancouver Island.

"The Bay" Men's Knitwear . . .

Main Floor

HUDSON'S BAY POINT BLANKETS . . . a pioneer article of Canadian trade, renowned for long wear, warmth and beauty. Point Blanket Coats are also available, to fit every member of the family.

"The Bay" Staples . . . Fourth Floor

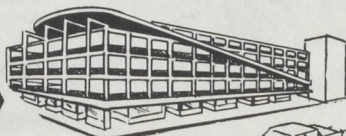
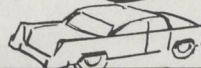
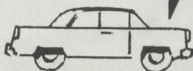
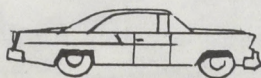


Hudson's Bay Company.

INCORPORATED 2ND MAY 1670.

Seventh and Eighth Avenues on First Street West

PARKADE park quickly and easily in the 475-car Parkade, connected to the Store by the Third Floor "Skywalk".



The car-
of im-
and
the

Shopping in Calgary

As the first major shopping centre north of Denver, Calgary provides all you can ask in shopping variety. You'll find competitive prices, stocks large and varied, personnel friendly and attentive.

You're always welcome just as you are, because Calgary's warm western hospitality is proudly maintained in the shops and stores.

United States visitors who stay in Canada not less than 12 days may take home \$500.00 worth of merchandise for personal or household use (not for resale) every six months.

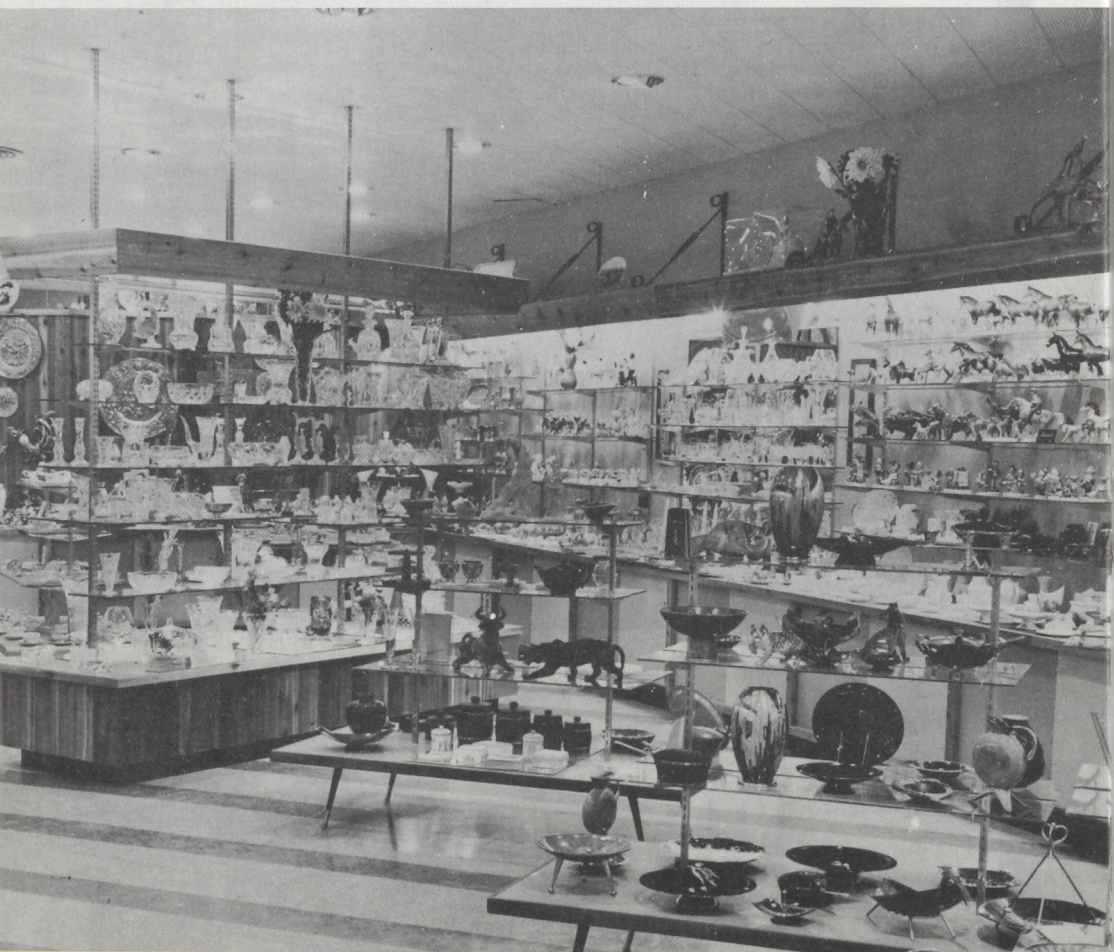
Those who stay more than 48 hours may take home \$200.00 worth

of merchandise every 31 days. Merchandise which cannot be carried as personal luggage (chinaware, blankets, etc.) should be expressed by the merchant to its destination. All articles so purchased must be declared at the border.

PLEASE NOTE. ALL PURCHASES OUTLINED ABOVE CAN BE DECLARED AT WHOLESALE VALUE, NOT RETAIL PRICE PAID.

Listed below for your convenience is a carefully prepared list of better stores, shops and specialty houses. We heartily recommend them to you for all your shopping.

A Typical Calgary Gift Shop



Department Stores

Calgary's department stores have floor after floor of quality merchandise, invitingly displayed for ease of selection. Parking facilities are provided, and many extra conveniences such as a post office, beauty parlors, wrapping and packing services, coffee shops and dining rooms.

Eaton's of Canada
8 Ave. between 3 & 4 St. W.
AM. 6-0234

Hudson's Bay Company
8 Ave. at 1 St. S.W. AM. 2-0345
Simpsons-Sears Ltd.
1616 - 14 Ave. N.W. AV. 9-7777

China and Gift Shops

Complete stocks of china, fascinating gifts, old gold, unusual souvenirs and novelty items can be found in Calgary. Browse around to your heart's content in any of the following:

China Pagoda
308 - 7 Ave. S.W. AM. 3-6523
Harrow Gifts
807 - 1 St. S.E. AM. 6-4509
Henry Birks & Sons Ltd.
314 - 8 Ave. S.W. AM. 2-9515
Jennings Jewellers
814 - 1 St. S.W. AM. 6-6357
J. Vair Anderson
230 - 8 Ave. S.W. AM. 6-3949
Reed's China & Gift Shop
117 - 8 Ave. S.W. AM. 2-7773
Silk-O-Lina Ltd.
119 - 8 Ave. S.W. AM. 2-7262

Imported Woolens and Gifts

You'll find woollens aplenty — sweaters, skirts, suits and many other articles — in the woollen shops listed below. Many unusual gift items, too.

Edwards & Falger Importing Co. Ltd.
613 - 3 St. S.W. AM 9-7156
English Shop
138 - 8 Ave. S.E. AM. 2-2934
La Boutique Ladies Wear
331A - 8 Ave. S.W. AM. 6-4896
Ted McGregor Ladies Wear
818 - 1 St. S.W. AM. 2-5327

White Hats

Known around the world as the welcoming emblem of Calgary, white hats are high on the list of purchases for many visitors. Smithbilt Hats Ltd.
1208 - 1 St. S.W. AM. 2-4404



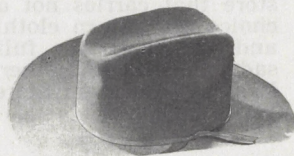
- Braemar Sweaters
- Chester Barrie Coats
- Jaeger Woolens
- Liberty Silks

DIRECT IMPORTERS
OF
BRITISH WOOLENS

818 - 1st St. W.
Just around the corner
from the
Palliser Hotel

Ask for Smithbilt the original Stampede Hat

Preferred By Dudes and Cowboys
For Over 40 Years



THE FRONTIER . . . The Glamor hat of the West. Made of wool felt, with shoe string ribbon, narrow binding, pre-creased crown and wire in the brim for self shaping. Available in white, sand and black . . . \$3.95
Other models from \$1.95 to \$20.00 to suit the whole family.

AT SMITHBILT

1208 1st ST. WEST AND AT ALL
LEADING CLOTHING STORES



RIDE THE WORLD'S LONGEST SEDAN LIFT

In winter or summer a ride on the comfortable Lake Louise Whitehorn Sedan Lift, is an unforgettable journey for both young and old. This Lift provides dramatic views of the spectacular mountains in the Continental Divide from Mount Assiniboine in the South to Mount Balfour in the West, with the famous Lake Louise group of mountains in the center.

North side of Trans Canada Highway,
200 yards East of the Pipestone River
bridge.

- | | |
|---|----------------------------|
| 1. Spectacular Scenery | 5. Two Passenger Sedans |
| 2. Comfort and Safety | 6. Long Ski Run |
| 3. Twenty Minute Ascent
of 1,600 ft. | 7. Enclosed Observatory |
| 4. Completely Enclosed | 8. Mountain Coffee
Shop |

Western Stores

As can be expected in a city so closely connected with ranching, western wear is a standard stock item in many stores. There is one store that carries not only a large choice of western clothing for men and women, but a full display of saddles, ropes and other accessories. Kenway's Western Store
1418 - 2 St. S.E. AM. 6-4270

Supermarkets

For the visitor who shops for groceries, realistic values and variety are important. Whether it's for the odd item as a snack, or a full grub box full, you can find what you want at the supermarkets listed below.

Canada Safeway
22 stores in Calgary

Jenkins Groceterias
26 stores in Calgary

Camping Equipment

Many families enjoy the outdoors, prefer to camp along the way. Many small items are often needed, as well as repairs to tents and other equipment. Specialty stores catering exclusively to your needs make it easy for you to get just what you want with a minimum of delay.

Calgary Tent & Awning Ltd.
3624 Manchester Road CH. 3-0767

Ladies Wear

Distinctive Canadian styles, imported fashions or comfortable sports wear is so easy to find in Calgary. When you need clothing items, you can locate what you want in the size you want in special ladies wear stores.

Parisian
106 - 8 Ave. S.E.

AM. 2-6187

FOR THE
FINEST IN FOODS
At Low Low Prices

Shop With Confidence



SHOP
SAFEWAY

La Boutique

. . . . A DELIGHTFUL SHOP, OPERATED BY PRINCESS TANIA OBOLENSKY AND
EDWINA MILVAIN ACCESSORIES, SWEATERS, SKIRTS, GLOVES, HANDBAGS,
LEATHER GOODS, POTTERY, GIFTS.

IMPORTS

BRITAIN AND THE CONTINENT

Telephone AM. 6-4896

DOWNSTAIRS — 331 EIGHTH AVENUE WEST

Men's Wear

Woollen men's suits have always been popular with discriminating men. Calgary has many outstanding stores where fine imported suits and topcoats, slacks and shoes, await your approval. It's a treat to shop where value, service and choice is combined.

A. E. Jaques & Sons	
1312 - 9 Ave. S.E.	BR. 3-5260
Al Regen Men's Wear Ltd.	
124 - 8 Ave. S.W.	AM. 9-3356
David L. Abel (Clothiers)	
137 - 8 Ave. S.W.	AM. 2-9939
Don Forster Ltd.	
335 - 7 Ave. S.W.	AM. 2-1838
Webb's Men's Shop	
236 - 7 Ave. S.W.	AM. 2-2793

Riding Equipment

Show ring equipment often makes ideal recreation gear for anytime enjoyment. To see the complete range of boots, saddles, whips and the dozens of accessories, visit a specialty shop.

The Tack Shop	
311 - 17 Ave. S.W.	AM. 3-3741

Fur Stores

Sleek Canadian furs have always been popular with visitors from other countries. By shopping where furs are the only item, and where expert furriers can show and explain the different furs, you can be sure of getting just what you want in the price range you like.

Saks Furs	
124A - 8 Ave. S.W.	AM. 6-5333
Swears & Wells (Canada) Ltd.	
222 - 8 Ave. S.W.	AM. 3-2850
Yaegers Furs Ltd.	
706 Centre St. S.	AM. 2-4579

Shoe Stores

Good shoes have long been a Canadian standard. This is equally true in Calgary, where shoe stores have established an enviable reputation for shoes of superior design and quality.

Amantea Shoes Ltd.	
132 - 8 Ave. S.W.	AM. 2-3306
Lilley & Skinner (Canadian) Ltd.	
330 - 8 Ave. S.W.	AM. 2-9626
Rae-Son Ltd.	
314 - 7 Ave. S.W.	AM. 2-3371

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The Calgary Herald
The Calgary Alberta
The Calgary Exhibition &
Stampede Ltd
Western Canada Greyhound Lines
Western Airlines
Trans Canada Airlines

Calgary Gray Line Limited
Imperial Oil Limited
International Harvester Co.
Archie Key, Allied Art Centre
Jack McDowall, Lake Louise
Canadian National Railway
Ken Ford, Industrial Coordinator,
City of Calgary
K. T. Hyde
The Glenbow Foundation



THE DOWNTOWN STORE



WITH TWO STORES TO SERVE YOU

Downtown

117 - 8 AVE. S.W.

PHONE AM 2-7773

Calgary Shopping Centre

1638 - 14 AVE. N.W.

PHONE AV 9-5757

Come in and Browse

"The Dinnerware House of Alberta"

OVER 150 PATTERNS TO CHOOSE FROM

ROYAL DOULTON - WEDGWOOD - SPODE
MINTON - ROYAL ALBERT - AND MANY OTHERS
EDMONTON - CALGARY - LETHBRIDGE

Drugs

There's always a time when you need a drug item. Shop for them where stocks are as good as the service.

Avenue Drug Co. Ltd.
212A - 7 Ave. S.W. AM. 2-2787

A. & B. Drugs
9 Ave. & 1 St. S.W. AM. 2-2357

Cliff Irwin Rexall Drugs Ltd.
718 - 16 Ave. N.W. AV. 9-5561

Marshall Drugs Ltd.
5011 Macleod Trail CH. 3-6330

Sunalta Drugs Ltd.
14 St. & 12 Ave. S.W. CH. 4-3333

Victoria Pharmacy
12 Ave. & 2 St. S.E. AM. 6-3335

Hardware Stores

There's rarely a day you don't need a hardware item. Your best selection is always found in the complete hardware stores of Calgary.

J. H. Ashdown Hardware Co. Ltd.
110 - 8 Ave. S.W. AM. 6-7321

G. L. Chesney Hardware Ltd.
102 - 16 Ave. N.W. CR. 7-7577

Manchester Hardware Ltd.
5518 Macleod Trail CH. 3-1309

Furniture Stores

For every need in the furniture line, there is a store in Calgary to supply it. Perhaps a folding crib for that small one, or comfortable pillows for the car, appliances, or whatever you require furniture wise, you will see it in a furniture store.

Nu-Trend Furniture
337 - 7 Ave. S.W. AM. 6-4477

Music Stores

Enjoy your vacation better with music. Records for your portable, song sheets for a sing song as you travel, portable radios, record players or T.V. sets — Any of these can help make your trip more pleasant.

Glenn's Music Ltd.
224 - 226 - 7 Ave. S.W. AM. 6-3181



Famous Brand Lines Carried

NATURALIZER, SELBY ARCH PERSERVER, LA GIO-
CONDA, LADY EDNA, ITALIANO'S, LA VALLEE,
CELLINA, SAVAGE, SOPHISTICATES, BONNIE.

Calgary's Foot Comfort Headquarters

For

Women's, Teens, Children, Boys Shoes

Sports Shops

No vacation is complete without sporting equipment of one kind or another. Special sport shops can repair your equipment too. In addition to providing the sporting goods you need, Calgary sport shops can give you expert advice on fishing, camping and sports in the area.

Premier Cycle & Sports
319 - 7 Ave. S.W. AM. 3-8855

The Sportsman Ltd.
1442 - 17 Ave. S.W. CH. 4-8800

Antique Shops

An antique lover? Looking for the unusual, the different? Local and imported antiques are fascinating, and the superb selection available in Calgary will provide you with hours of browsing and buying pleasure.

Bashfords Corner, see ad page 65.
736 - 17 Ave. S.W. AM. 9-3560

Variety Stores

So often, there's some small item needed in a hurry. The modern variety stores in Calgary have speedy self-service with their large stocks to make it easy for you to get just what you want.

S. S. Kresge Co. Ltd.
234 - 8 Ave. S.W. AM. 2-2404

F. W. Woolworth Co. Ltd.
226 - 8 Ave. S.W. AM. 6-1588

Shopping Centres

Modern living has brought about the 20th century phenomenon that is the shopping centre. The largest in western Canada, with parking for 3,000 cars, and a complete variety of stores, shops and other conveniences, can be found in Calgary. All parking areas, incidentally, are paved, and free.

Calgary Shopping Centre
1632 - 14 Ave. N.W. AV. 9-6700

ALL PURPOSE FLOUR

Robin Hood





BROWSERS WELCOME

BASHFORD'S CORNER LTD.

736 - 17th AVENUE S.W.
AM 9-3560

Hours 9:30 - 6:00

ANTIQUES AND EXCLUSIVE GIFTS

Imported Direct from Europe and the
Middle East

Currency Exchange

CURRENCY EXCHANGE

The value of any form of currency is decided daily on the money markets of the world. The Exchange at New York issues daily ratings which are used in all countries.

Currently, Canadian money is in

a favorable position on world exchanges, usually rates a small premium on other monies. To get the exact exchange rate, visitors are urged to visit the nearest branch of the banks listed below. You can be sure of courtesy and prompt attention to your exchange problems.

Canadian Bank of Commerce
309 - 8 Ave. S.W. AM. 6-7251

Imperial Bank of Canada
102 - 8 Ave. S.E. AM. 2-1136

Bank of Montreal
140 - 8 Ave. S.W. AM. 6-8701

Royal Bank of Canada
4 St. & 8 Ave. S.W. AM. 6-8751

Bank of Nova Scotia
125 - 8 Ave. S.W. AM. 2-9566

Toronto-Dominion Bank
114 - 8 Ave. S.W. AM. 9-5541

KENWAY'S WESTERN STORE

Headquarters for

AUTHENTIC WESTERN MERCHANDISE



western wear - riding equipment - indian crafts - western souvenirs and novelty items.

1418 Stampede Way (2nd. Street S.E.)

Just one block north of Stampede Grounds



Auto Service

Auto Services

Calgary holds a unique position in today's world of rapid transportation. Only one city in the world (Los Angeles) has more automobiles per capita than Calgary.

Naturally, such a rating means there is also excellent service facilities of all kinds in the city.

Authorized sales and service representatives for every make and type of vehicle.

Factory trained mechanics and service personnel for all cars.

Wide stocks of parts for no-waiting repair service.

Guarantee work, mileage check up, and such new car requirements handled quickly and cheerfully.

Service stations who understand the word service.

Credit cards from around the world accepted at reputable stations representing all the well-known brands of gasoline and oil.

Rapid service car washing establishments, for minutes-only attention to your wash requirements.

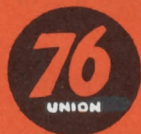
Tire stores, with modern equipment, to handle any requirement from simple repairs to major vulcanizing jobs.

Body shops, with up to the minute equipment for fast repairs on damaged car bodies.

Specialty shops for carburetor, battery, magneto, paint or upholstery service.

Listed below, by category, are Calgary firms catering to the automobile trade. We heartily recommend them for service and fair prices.

Just like Your Neighbourhood Service
at home.



Welcome to **ROYALITE**

friendly service, travel tips and
information at

THE HALLMARK OF
MOTORING SATISFACTION



Service Stations

Avenue Service
B/A Products
34 St. & 17 Ave. S.W. CH. 9-3766

Benbow's Service
Esso Products
67 Ave. & Macleod Trail AL. 5-6898

Chuck & Lyle's Noble Service
Esso Products
1302 - 1 St. S.W. AM. 6-2514

Cloverleaf Esso Service
Esso Products
16 Ave. & 19 St. N.E. CR. 7-4762

Ed & Ted's Service
Esso Products
11 Ave. & 1 St. S.W. AM. 2-7111

Frank Ashworth Service
Texaco Products
26 Ave. & 14 St. S.W. CH. 4-4881

Jubilee Auto Service
Purity 99 Products
2304 - 4 St. S.W. AM. 9-1779

Kelly's Servicentre
Texaco Products
16 Ave. & 19 St. N.W. AV. 9-3092

Renfrew Service
B/A Products
624 - 16 Ave. N.E. CR. 7-8621

Shell Mayfair Service
Shell Products
819 - 66 Ave. S.W. AL. 5-0666

Sunalta Service
B/A Products
14 St. & 12 Ave. S.W. CH. 4-3000

West Point Service
Esso Products
14 St. & 16 Ave. S.W. CH. 4-2030

Welcome to Calgary



ALPHA JERSEY DAIRY
WELCOMES YOU TO
FRIENDLY CALGARY —
MAY YOUR VISIT BE MOST
ENJOYABLE.

CALGARY IS PROUD OF
ITS RESTAURANTS, AND
WE AT ALPHA, ARE
PROUD TO BE SUPPLIERS
TO MANY OF THESE FINE
EATING PLACES.

Fast Dependable Service

PONTIAC

BUICK

CADILLAC

VAUXHALL

G.M.C. TRUCKS

**AUTHORIZED GENERAL
MOTORS SERVICE
FACILITIES**

Calgary Motor Products Ltd.

4th Avenue at 2nd Street W.

Phone AM. 6-8841

We hope you do not have any !

TIRE TROUBLE

But if you do call us for a quick,
courteous and economical solution.

All standard brands sold

and serviced.



Service Garages

Globe Steering Clinic
1502 - 11 Ave. S.W. CH. 4-3532

Spring Service

Standen's Ltd.
24 Ave. & 2 St. S.E.. AM. 9-3726

Bonded Used Car Dealers

Nordan Motors Ltd.
4121 Macleod Trail CH. 3-7676

Oil Companies — (Marketing)

Anglo American Explorations Ltd.
330 - 9 Ave. S.W. AM. 9-1341

British American Oil Co. Ltd.
409 - 3 St. S.W. AM. 6-7411

Canadian Oil Co.'s Ltd.
(see inside cover)

838 - 11 Ave. S.W. AM. 2-6131

Royalite Oil Co. Ltd. (see ad 67)
615 - 2 St. S.W. AM. 6-7021

Oil Companies (Exploration)

Leduc Calmar Oil Co. Ltd.
321A - 7 Ave. S.W. AM. 3-2832

Glass and Mirrors

Canadian Pittsburgh Industries Ltd.
504 - 10 Ave. S.W. AM. 3-0460

Bennett Glass Co. Ltd.
228 - 7 Ave. S.E. AM. 2-1778

Franchise Dealers

Calgary Motor Products
(see ad above)

Cadillac - Buick - Pontiac - Vauxhall
4 Ave. & 2 St. W. AM. 6-8841

Cooke Motors Ltd.
Morris - M.G. - Jaguar
4 Ave. & 9 St. S.W. AM. 2-6024

Freeman Wilson Ltd.
Dodge - DeSoto - Simca
511 Centre St. S. AM. 9-1901

General Supplies Ltd.
Chevrolet - Corvair - Oldsmobile
5 Ave. & 1 St. W. AM. 2-1101

Maclin Motors Ltd.
Ford - Monarch
11 Ave. & 1 St. W. AM. 6-7551

Rite-Way Car Sales Ltd.
Renault
4715 Macleod Trail CH. 3-0721

Car Wash

Kwik Kar Wash
718 - 17 Ave. S.W. AM. 3-4019

Rocket Car Wash (see ad page 70)
5901 Macleod Trail CH. 3-6319

Tire Service

Fisk Tire Service Co. Ltd.
(see ad above)

718 - 7 Ave. S.W. AM. 3-4700



CHINESE FOODS, FRIED CHICKEN, STEAKS,
CHOPS, BEEF BURGERS, FISH AND CHIPS,
DAIRY BAR

All Kinds of Fresh Seafood
BANQUETS & INDUSTRIAL
DINNERS

TAKE OUT ORDERS
Prompt, Efficient Personal Service

— WE DELIVER —

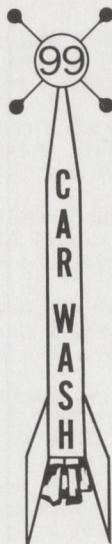
Open Daily 7 a.m. to 3 a.m.

CHrchl 9-1666

CHrchl 9-5777

1635 - 37 St. S.W.

**SUNRISE DRIVE-IN
RESTAURANT**



ROCKET CAR WASH

(open 8 a.m. - 9 p.m.)
and

SERVICE STATION

(open 24 hours)

**All Credit Cards Accepted
Tourist Information**

**Located on No. 2 Highway
Macleod Trail - South Calgary**

**WATCH FOR THE
GIANT YELLOW ROCKET**

**AUTHORIZED DEALER
FIRESTONE and GOODYEAR**

**58th Ave. and Macleod Trail
Phone CH 3-0656**

Alberta Motor Association

The Alberta Motor Association in Calgary maintains year-round service for members. Accurate, up-to-date information is available at all times on road and weather conditions, all other details on motor travel modern teletype connections to all points in the province provides members with fast service for accommodation, best routes, and other

similar assistance. A wide range of maps and information brochures on all parts of Alberta always available.

Members are cordially invited to visit the spacious A.M.A. offices on the corner of 7 Avenue and 8 Street S.W. During the day, phone AM. 9-6131. For 24-hour emergency service, call AM. 9-4391.



HUNTING

BIG GAME

The National Parks in Alberta are game preserves. As such, they provide excellent breeding grounds for a wide range of game animals. The natural overflow from these preserves assures abundant game animals in the areas open to hunters. The following big game animals can be found within easy driving distance from Calgary.

Antelope

Caribou (Woodland)

Bear (Black & Grizzly)

Deer (Mule)

Elk

Mountain Goat

Big Horn Sheep

Moose

Guides are required. For full information write to any of the following. As members of Alberta Outfitters Association, they will supply you with full details as to rates, seasons, etc.

Stan Burrell, Box 350, Sundre, Alberta, Phone R410.

Leonard Jeck, Jasper, Alberta.

Glen Kilgour, Bearberry, Alberta, Phone R508.

Calgary, the hub for every type of transportation, centres an area of fine game hunting. Details are also available at anytime from the Calgary Tourist & Convention Association, Hospitality Centre, Mewata Park, Calgary.

WATERFOWL & UPLAND GAME BIRDS

On the flyway for millions of migratory waterfowl, the area around Calgary is a shooters heaven. Several varieties of duck, and the famous Canada Goose offer ideal bird hunting in the fall season.

Prairie Chicken, Hungarian Partridge and Ring Neck Pheasants can be found in many sections of Alberta around Calgary. The crisp fall days, ideal shooting conditions and abundance of birds combine to give hunters working out of Calgary the best in this interesting sport.

Season, bag limit, license details and other information always available thru the Calgary Tourist and Convention Association, Hospitality Centre, Mewata Park, Calgary, Alberta.



Coste House — Calgary Allied Arts Centre

Entertainment in Calgary

Whatever your pleasure, you can find it in Calgary. The happy, care-free people of the city invite you to join them in enjoying your stay. Throughout this book, you will find details on the many types of entertainment to add a little extra to your vacation. Those not previously listed are shown below to assist you in finding exactly what you want in entertainment.

Radio

CFAC — 960 KC	
5,000 watts	AM. 6-1036
CFCN — 1060 KC	
10,000 watts	AM. 2-1161
CKXL — 1140 KC	
10,000 watts	AM. 6-3026

Television

CHCT-TV — Channel 2	
100,000 watts E.R.P.	CH. 3-3491



in **CALGARY**
for hourly **NEWS REPORTS**
INTERNATIONAL, NATIONAL, LOCAL AND
regular area **WEATHER** forecasts
KEEP YOUR DIAL TUNED TO
CFCN channel 1060
YOUR 5-STAR STATION





One of Calgary's cocktail lounges



Chicken on the way

LIMITED

Kensington Road and 14th Street N.W.
Phone AT. 3-4931

**FRIED HALF CHICKEN
CHIPS
2 CORN FRITTERS
AND DINNER BUN
\$1.00**

6511 Elbow Drive
Phone AL. 5-5292

CALGARY, ALBERTA

*TAKE OUT SERVICE OR DELIVERY ONLY
EAT WHILE YOU TRAVEL*

WE USE "DUNN-RITE" FRYING CHICKEN EXCLUSIVELY

Newspapers

Calgary Albertan

Morning

AM. 6-2001

Calgary Herald

Afternoon, Evening

AM. 6-3011

Theatres

Consult the daily newspapers for details.

All current events are available in your copy of "This Week in Calgary," a publication devoted to up-to-date information on happenings within the city. Get your copy at better hotels, motels and other business places in the city.

Details as to your own particular type of entertainment can always be found at your nearest information bureau, or by phoning AM. 9-1677.

Southern Alberta Jubilee Auditorium

For Your Travelling

or Take-Home

Shoe Requirements

Lilley & Skinner

Visit

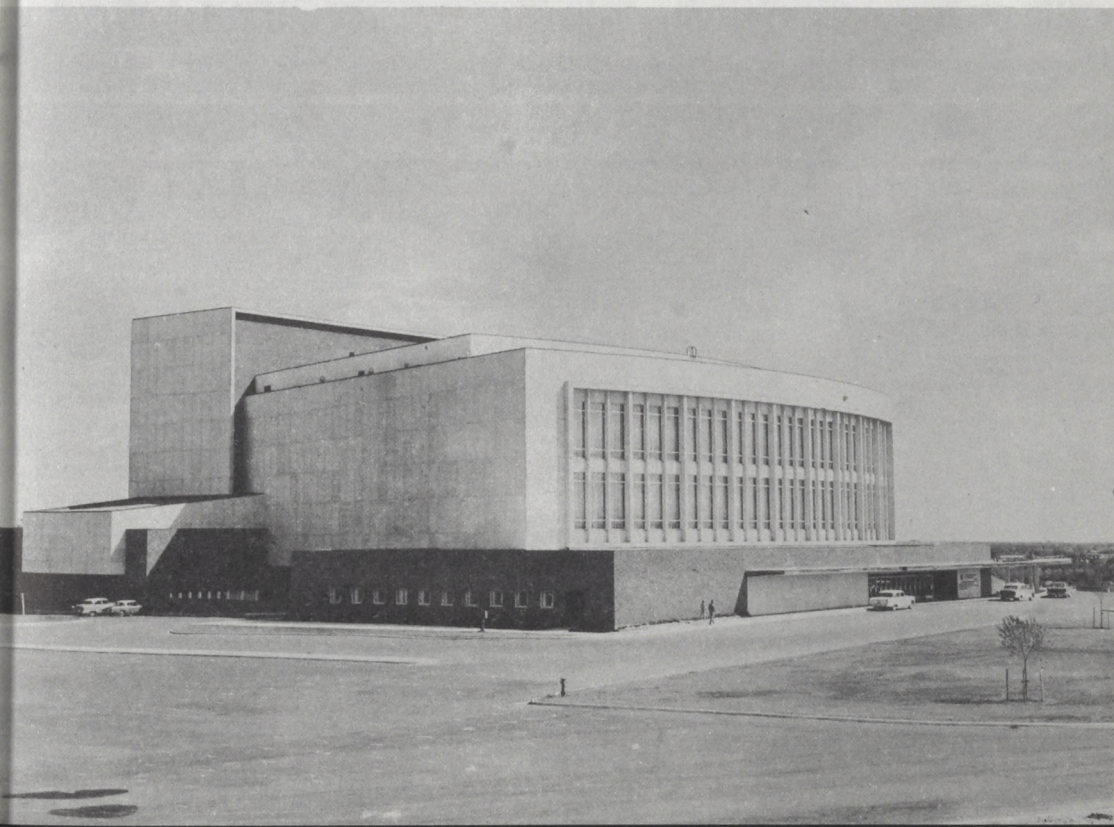
Calgary's

Most Modern

Family Shoe Store

Downtown

330-8th Ave. W.



Southern Alberta Jubilee Auditorium. Shown is the seating arrangement which can accommodate 2,700 persons in the new Southern Alberta Jubilee Auditorium. The orchestra pit is covered to allow for greater stage space. This cover is removed for stage performance.



HOTEL YORK

Calgary's Friendly Hotel

- 200 Rooms with Bath or Shower
- Ample Parking
- Amber Dining Room
- Crystal Lounge
- Coffee Shop

AAA — FAMILY PLAN

7th Ave. Centre St. W. Geo. Dunaway
AM. 2-5585 Manager

▼
Gold and Silver Charms

▼
Old Gold Jewellery

▼
Estate Diamonds

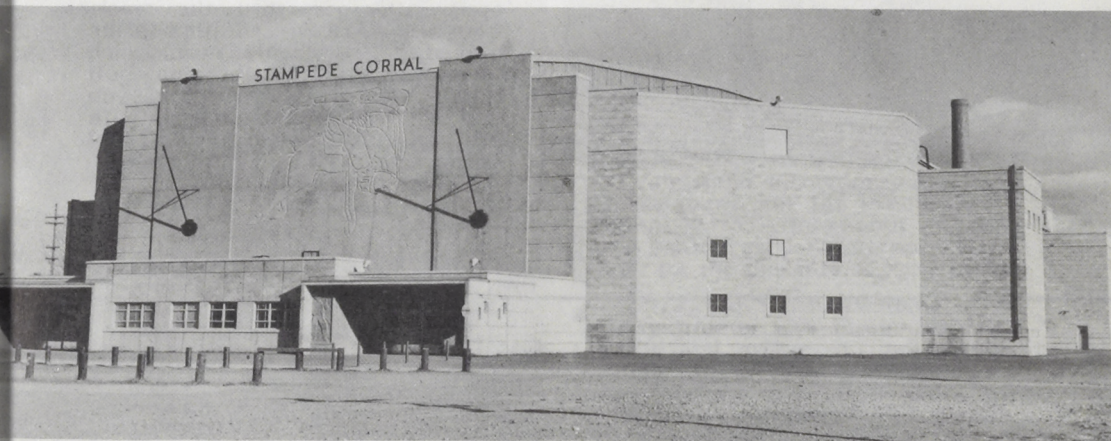
▼
Quality Costume Jewellery

JENNING'S

Jewellers Ltd.

814 - FIRST ST. W. AM 6-6357
(Between Palliser Hotel and the Bay)

The Greatest Outdoor Show on Earth



Calgary's Magnificent Arena — The Stampede Corral

It was 1912 when a young cowboy by the name of Guy Weadick proposed an annual Stampede in Calgary. This event, combined with

the annual fair to become the Calgary Exhibition and Stampede, today ranks as the world's greatest.



Step through our curtained doorway into an exotic Oriental setting filled with treasurers and curios of the Far East . . . shimmering silk brocades, jade, ivory, rock crystal and Siamese silver jewellery and bamboo wares and furniture.



"House of Oriental Merchandise"

308 - 7th Avenue S.W. AM 3-6523



Stampede week is a way of life for thousands of visitors annually. With the citizens of Calgary all out in colorful western wear, and particularly the famous white hat, it only takes a short while for the most reserved type to break down, purchase some western clothing themselves.

The riotous week starts with a six mile parade thru the downtown area. Authentically western, all the color and drama of the Mounted Police, cowboys, Indians, bands, floats, cowgirls, blend in with pioneer carriages and other parade participants to make an unforgettable spectacle.

Actual Stampede events are held every afternoon thru the week, from 1:30 to 5. In addition to the rugged and spectacular events such as bucking bronks, brahma bull riding and steer decorating, you will see regular horse races (with full pari-mutual betting) and novel riding acts.



Calgary Caterers Ltd.

LET US SOLVE YOUR
FOOD PROBLEMS

at

Barbecues . . .

Weddings . . .

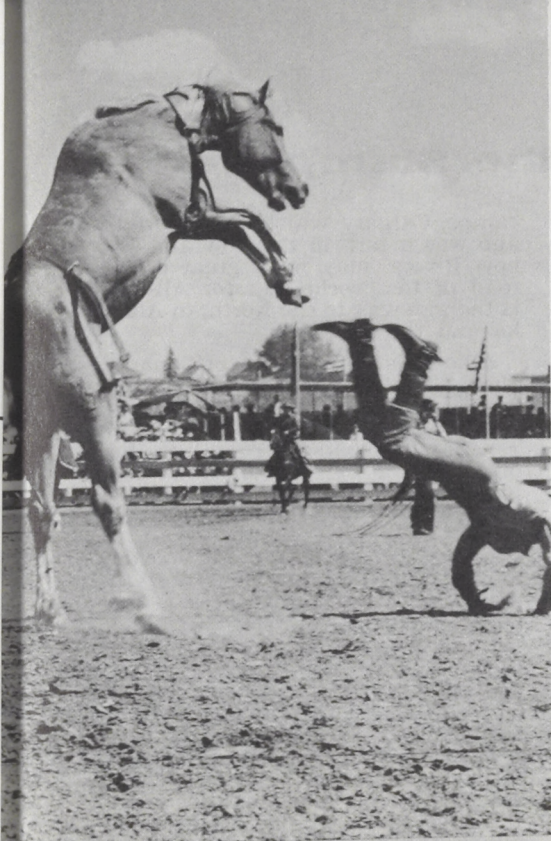
Banquets . . .

Parties . . .

We also Specialize in out of town catering

CH 4-1176

15 YEARS SERVING CALGARIANS



ROSE ROOM

RESTAURANT



A Small Place —

With Quality Food

ACROSS FROM THE BAY

221 - 8th AVE. W. — AM 9-2720

Open 7 a.m. to 1 a.m. Daily

Every evening at 7 p.m., and again on Saturday morning at 9 o'clock, the world famous chuck wagons race over the special course. Originated at the Calgary Stampede, and already a legend, the chuckwagon races presents one of the most thrilling events to be found anywhere.

Grandstand attractions and fireworks round out the evening performance. The mammoth midway and exhibit sections are open until later for the pleasure of the crowds.

There's so much excitement, so many unique and fascinating exhibits and events, it's no wonder people from thousands of miles away return year after year. In fact, yearly attendance is crowding three-quarters of a million.

You haven't seen all the wonders of the world until you have seen the Calgary Exhibition and Stampede — The Greatest Outdoor Show on Earth.

Calgary and the Stampede

BY JOHN FISHER

Executive Director

Canadian Tourist Association

In Calgary there are always a great number of American visitors, some of whom refer to Alberta as the Texas of Canada. They mean it as a compliment but Alberta doesn't really have to be compared with Texas or any other state or place. There's only one Alberta in the world. It's so big, so varied in resources, climate and everything else that we refer to it proudly as "Our Heritage." There are few other areas in the world with as much variety as Alberta. It all stems from a heritage reaching back into the dawn of history when dinosaurs roamed Alberta and include resources on the hoof, in the topsoil, under the ground, in the mountains, above the clouds, into the yawning north of adventure and in rushing mountain waters. There is timber and coal, oil and water, beef and grain in Alberta. It's a province of mountain jewels and sub-Arctic tundra, dry hot badlands and freezing mountain temperatures, where range meets range and soil reaches to the sky. In Alberta drills probe the canyons of the earth for oil and gas, miners in the Crowsnest' strip coal above the clouds.

Texas is a rich and huge state with a furious growth of industries. But Texas has no Rocky Mountains or names like Banff, Jasper, Lake Louise and Waterton. You can't ski in July in Texas but you can in Alberta. There are no dog teams, trap lines or tote roads in Texas, but there are in Alberta. Big game hunters from around the world don't descend on Texas. But in Alberta hunters speak of big game with the same respect as they do in Africa. Alberta stands for tall timber, too . . . for cattle, coal, gas, oil, wheat, vegetables and furs. It's incredible when you consider the wealth of the province. And the beauty of it is that we've only scratched the surface. Only a lifetime ago Alberta sod was virgin soil and her mountain passes had been seen only by a few white men. But tomorrow if the world lives in partnership instead of two

campes, Calgary which a short time ago was a fort on the Bow and Elbow Rivers, may be a great crossroad of the world . . . for Alberta is the gateway to the North, to Alaska and the Orient.

Alberta isn't the Texas of Canada. She's Alberta. She has many things in common with Texas like raising cattle and having colorful, independent ranchers; scrambling for oil and talking big of tomorrow; having rolling plains and the big sky. But the main link with Texas is the western spirit. Texas is friendly and so is Alberta. Texas is proud of her history and so is Alberta. Texas is rodeo crazy and so is Alberta.

If the province of Alberta herself is a wonder of contrast and potential, then too, the Calgary Stampede is a little of everything. It telescopes the nostalgia of the past with the buoyant philosophy of faith in tomorrow. When people see the Indians and Mounties there it brings back in one tremendous punch the history of the province, a history so young and full of dignity. People who see those oldtimers at the Stampede can catch at once the feeling of the struggles and conquests of the plain and range, the loneliness of the settler and the courage of yesterday. No other rodeo or stampede anywhere honors its oldtimers as much as Calgary does. Many people find it a real pleasure to stroll inside the little square set aside for the oldtimers and listen to them and wonder what they're thinking. In 1953, for example, the Stampede honored Nat Christie. Nat didn't break land or ride the lonely range. But he is an oldtimer with a hand in the story of western development. That's one of the nice things about the Calgary Stampede — its tenderness about the past and its furious determination to hold on to something that is slowly slipping with time. Alberta is young and there are people living who can still remember when the wagon tracks led to nowhere . . . only just beyond, over the ridge. Their ranks are growing slimmer now and as a result there's a subconscious desire in the Stampede to hold on to the spirit of the grand pioneer west.



Yes, all the dimensions are here in the famous Calgary Stampede; color of Mounties, Indians, cayuses, pioneers, ponies, tight-jeaned cowhands rubbing shoulders with the city cowboys; oil drillers and just plain onlookers. To many visitors the biggest bargain of the Stampede is free. It's not the thrilling chuckwagon races unique to Alberta; not the heaving bronks and those ugly looking Brahma bulls. The best show to many at the Stampede is the people themselves, because they represent a spirit. Unknown to themselves they are expressing pleasure at the privilege of being westerners. And being western means being in love with the big sky; with horses and steers and space; with Indians, cowboys, Mounties, history, mountains and all the things Hollywood would dearly love to get into one movie but can't. The uncertainties of weather and crop, that gamble of oil, Philosophy that next year's crop will be bigger and better . . . all these are part of the Stampede and "Our Heritage."

Many easterners, living two thousand miles or more from Calgary,

attend every Stampede and claim they wouldn't miss it for anything. They love it because it makes them feel younger; brings out the little boy in them. Probably this all stems from the fact that subconsciously every boy wants to be a cowboy at one time or another. Down east they'd feel silly walking along in a cowboy outfit. But in Calgary during Stampede time, fallen waistline or not, these same reserved easterners aren't the least bit bothered at standing next to a real old cowhand with slim hips and bowed legs, even though they don't know how to get on or fall off a horse. It's the spirit of the show that brings businessman and clerk, banker and rancher, oil driller and housewife out together in costume for fun. It's not phony. It's living and enjoying life.

Yes . . . Alberta should not be called the Texas of Canada. It's just Alberta, a prize in terms of resources, of contrasts, of scenery and climate. And the greatest resource of all is the spirit of the people, the joy of being westerners, echoed in the Calgary Stampede.



Imperial Oil Refinery

Industries in Calgary

One of the bright spots of North America — a city enjoying rapid growth based on oil and gas, expanding markets, and alert local leadership.

H. McKinley Conway, Jr., of Industrial Development, made the above statement after a recent study of the industrial situation in Calgary.

Zooming from a population of 100,000 at the end of World War II to 250,000 today, and with even the pessimists estimating over 600,000 by 1980, Calgary is well above average in expansion in all ways.

Recognizing there would be tremendous growth, once the major oil

discoveries of 1947 were announced, the city planned well for the future. This is particularly so in the industrial field.

Industrial areas were set up, railroad lines provided, ample water and natural gas services provided in sections of the city to allow industries of all types to easily establish in Calgary.

Today, driving thru planned areas such as Highfield you see the names that are familiar in any part of North America. Firms with home bases in United States, England, Germany and other countries have established plants in Calgary.

WELCOME to CALGARY

... centre of the rapidly growing Western Canadian Market!

WE HOPE YOU'LL ENJOY YOUR VISIT TO OUR CITY . . . TO THE CALGARY STAMPEDE . . . AND OUR SPARKLING MOUNTAIN RESORTS. BUT, TAKE TIME OUT . . . TAKE A LOOK AT CALGARY'S INDUSTRIAL POTENTIAL . . . AT THE MANY ATTRACTIVE SITES OFFERED THAT WOULD MAKE IDEAL BRANCH PLANT LOCATIONS FOR YOUR COMPANY.

HAPPY TIMES, HAPPY TRAVELLING TO YOU . . . FROM



HARRY HAYS
Mayor

K. S. FORD
Industrial Co-ordinator



In addition, to assistance provided by Ken Ford, the Industrial Co-ordinator and Reg Lawrence, his able aide, industries find Calgary provides two other essentials for success. One, a stable labor force, and two, pleasant living conditions for employees.

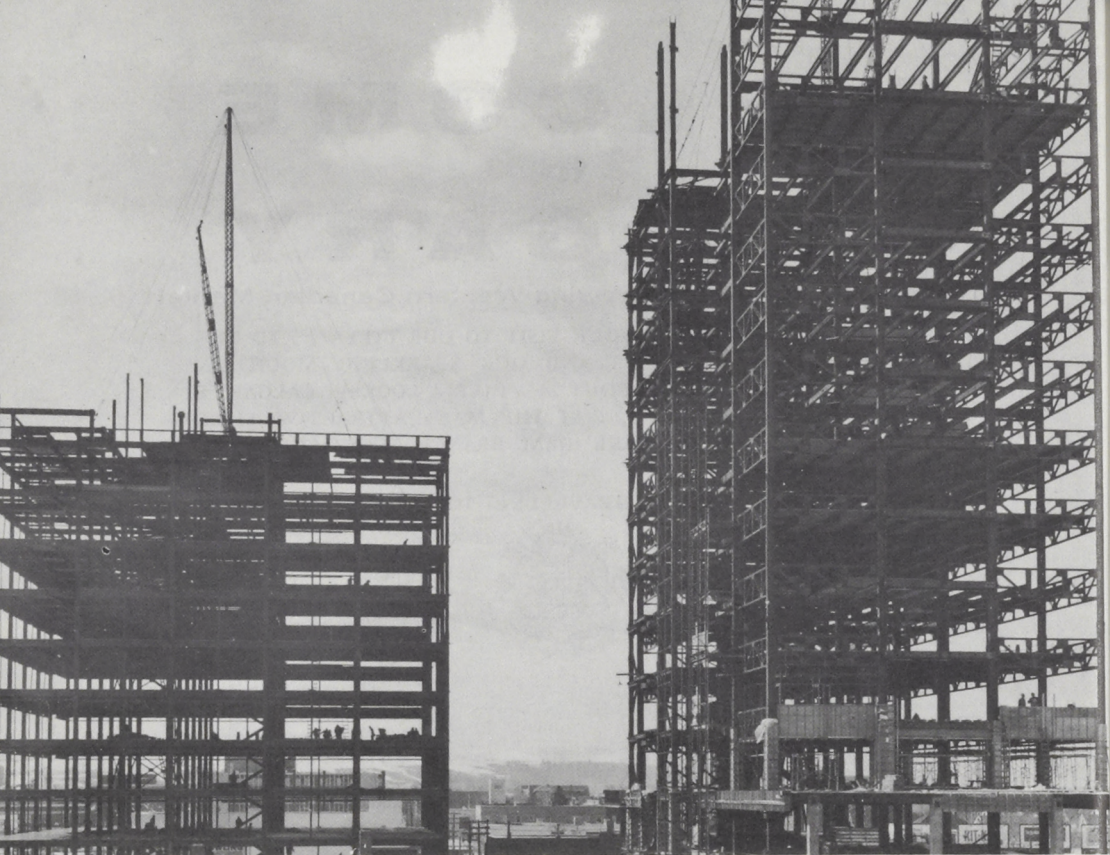
The Provincial Institute of Technology and art, a prominent Calgary educational centre, has a registration of over 7,000 a year, providing a continuous flow of skilled workers year after year.

As home office in Canada for nearly 400 firms directly connected

with the petroleum industry, there is a natural integration of efforts with the industrial world.

Long a city with an economy based on ranching and agriculture, Calgary entered another phase with the discovery of oil. Today, Calgary is on the eve of still another phase — a great industrial revolution.

For anyone wanting complete details on the industrial picture in Calgary, we suggest you contact Mr. Ken Ford, Industrial Co-ordinator, City Hall Annex, Calgary, Alberta.



The New Canadian Fina Oil and Elveden House Buildings

Construction in Calgary

In the decade framed by the years 1948 and 1958, Calgary has compiled some astonishing figures in construction. Evidence of this astonishing development is shown in building permit figures. In 1948, the dollar value of all building permits was a comfortable 14 million dollars. Yet, when 1958 was finished permit figures had soared to a phenomenal 101 million dollars.

In the ten years involved, some surprising completions had been made. For your interest, listed below are just some of the many amazing developments Calgary registered in ten years.

- * 24,080 single family residences
- * 1,915 business buildings
- * 1,230 two family dwellings
- * 509 apartment blocks
- * 196 schools and churches

Naturally, such statistics are general, and fail to show many of the surprising developments in construction.

Downtown business construction, concealed in the figure 1,915 business buildings, accounted for many fine edifices. A new post office building, dozens of new office structures, numerous multi-car parking ramps actually provide far more of the actual results to the economy of the city than bare statistics indicate.

Over 24 thousand private homes in ten years is a fair record in itself, but the total value of that number of houses is astronomical. Many of the new homes are individually designed, architecturally planned and supervised.

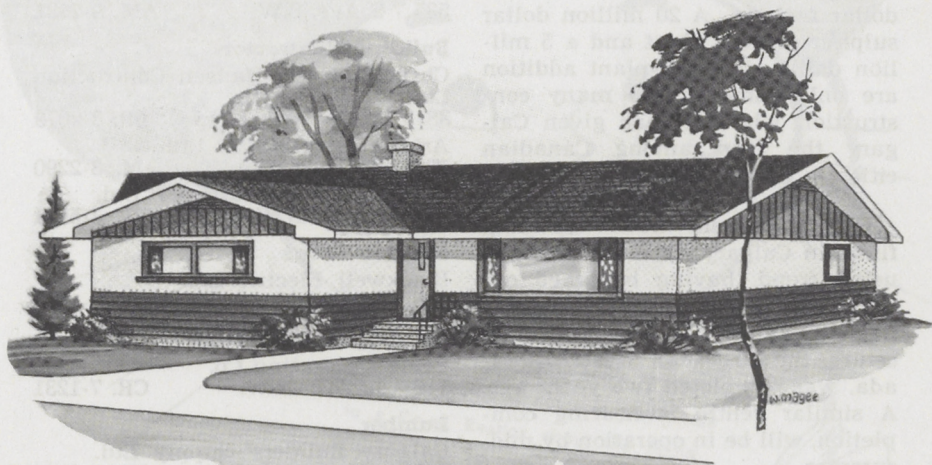
HELPING CALGARY GROW



GROWING WITH CALGARY

Art Sullivan & Co. Ltd.

Builders of Distinctive Homes



HOMES IN ALL PRICE RANGES

Phone **AM.3-2290** for courteous attention

Office 1202 - 1st Street WEST, CALGARY

There are many project areas, of course, in the total. These are well-planned, complete areas. For example, the new district of Haysboro has 1,630 homes, 5 schools, 5 churches, 2 shopping centres, 5 service stations, and an apartment block section to make it a fully self-contained area.

The most significant feature of the construction field in Calgary has been the new business and office buildings. Currently under construction is the new Elveden Building, a 20 storey, air-conditioned office building. Imperial Oil has just completed a 17 million dollar extension to the Calgary refinery. Firestone Tire and Rubber Company have just completed a new 7 million dollar factory. A 20 million dollar sulphur process plant and a 5 million dollar chemical plant addition are only some of the many construction jobs that has given Calgary the lead among Canadian cities in this field.

Two prominent house building firms in Calgary have reversed the usual trend, having branched out into home construction in the United States. A new shopping centre, the largest in Western Canada, was completed two years ago. A similar centre is nearing completion, will be in operation by mid-summer.

Calgary has been a front runner in the construction field for several years. The present situation shows every indication that the leadership in construction will stay with the friendly foothills city.

Real Estate

Calgary Real Estate Board
622 - 5 Ave. S.W. AM. 3-0530
Lyle Bros. Ltd.
Imperial Bank Chambers AM. 2-5033

Rich Realty Ltd.
Downtown: AM. 3-8310
Hillhurst: AT. 3-5501
North Hill: AV. 9-8481
Southwest: CH. 4-0791
Sandall-Fraser Ltd.
1102 - 8 Ave. S.W. AM. 9-2045

Insurance

Alberta General Insurance
105 - 8 Ave. S.E. AM. 9-6646
Bannerman & McClelland
529 - 17 Ave. S.W. AM. 9-6111
C. J. Campbell Ltd.
603 Centre St. S. AM. 9-4331
Gordon F. Elves Investments Ltd.
330 - 9 Ave. S.W. AM. 9-5521
Hutchinson & Scott Ltd.
535 - 5 Ave. S.W. AM. 9-7721

Building Contractors

Christiansen & Hansen Contruction Ltd.
3815 Bonnybrook Road BR. 3-2079
Art Sullivan & Co. Ltd.
1202 - 1 St. S.W. AM. 3-2290
Sullivan Bros. (Calgary) Ltd.
233 - 10 St. N.W. AT. 3-5531

Electric Shops

Blackwell Electric Ltd.
130 - 16 Ave. N.W. CR. 7-1260

Painting & Decorating

Beale Decorating Co.
116 - 16 Ave. N.W. CR. 7-1231

Lumber

Calgary Builders' Supply Ltd.
2402 - 10 Ave. S.W. CH. 4-0741
Crown Lumber Co. Ltd.
927 - 10 Ave. S.W. CH. 4-0701

Plumbing & Heating

Fred Deeves & Sons Ltd.
1314 - 17 Ave. S.W. CH. 4-8951
A. J. Shrubsall & Co. Ltd.
318 - 10 St. N.W. AT. 3-1714

Aerial View of the City of Calgary
from Calgary's many fine residential areas

**You'll Love
CALGARY**



*Its friendly people and cosmopolitan flavor. It's
a wonderful place to live, to work, to prosper.
When you decide to come to stay - talk
to a Co-op Realtor about the home
you'd like in any one of our
pleasant residential areas.
Select your new home from
your Co-op Realtor's
Album of
Photo-listings.*



132 Member Offices

CALGARY REAL ESTATE BOARD CO-OPERATIVE LTD.

6 2 2 - 5 t h A v e n u e W e s t

One of Calgary's many fine residential areas.



Aerial View of the City of Calgary



Personal Services

So often, the little extras count so much in making a visit the enjoyable stay it should be. For that reason, you will find the many personal services you may want always available in Calgary.

We've listed a variety of services for your personal needs. You will find them convenient, with prompt service to take care of your requirements the way you like it.

Travel Agencies

Burritt Travel Service Ltd.
625 - 3 St. S.W. AM. 9-3791

P. Lawson Travel Ltd.
119 - 7 Ave. S.W. AM. 3-4810

Thos. Cook & Son
702 - 2 St. S.W. AM. 3-6570

Western Travel Agencies Ltd.
133 - 6 Ave. S.W. AM. 6-6191

Executive Travel Ltd.
627 - 8th Ave. S.W. AM. 2-6233

Florists

Campbell Floral Seeds & Nurseries Ltd.
321 - 7 Ave. S.W. AM. 3-8420

Terrill's Flowers Ltd.
809 - 1 St. S.W. AM. 2-3812

Printing

Evergreen Press Ltd.
5325 - 3 St. S.E. CH. 3-4431

Lithokraft Press Ltd.
4303 Airport Rd. CR. 7-0751

Miller Printing Ltd.
815 - 3 St. N.E. AM. 3-4926

Dry Cleaning & Laundry

Palmer's Ltd.
2711 - 14 St. S.W. CH. 4-1111

Rosedale Cleaners Ltd.
439 - 16 Ave. N.W. CR. 7-0777

Templeton's Ltd.
615 - 17 Ave. S.W. AM. 2-2419

Self Service Laundry

Maytag Coin Operated Laundry
8 locations (see ad page 91).

Barber Shops & Beauty Parlors

Hub Beauty Parlor & Barber Shop
229A - 8 Ave. S.W. AM. 2-9751

Eduard's Beauty Salon
125A - 6 Ave. S.W. AM. 2-2979

Health & Cosmetics

Helena's Health & Cosmetic Bar
612A - 8 Ave. S.W. AM. 9-1047

Electric Shaver Service

Tom Moody Co. (Calgary) Ltd.
1106 Centre St. N. CR. 7-0701

Self Service Ice

Alberta Ice Co. Ltd.
Riverside Blvd. & 6A St. N.E.
AM. 2-2633

Advertising

Nattall & Maloney Ltd.
108 - 12 Ave. S.W. AM. 9-3054

Taxi

Bell Cabs Ltd.
Royal Hotel Bldg. AM. 2-2222

United Imperial Cabs Ltd.
132 - 9 Ave. S.W. AM. 6-6255

U-Drives

Dominion Rent-A-Car
113 - 7 Ave. S. E. AM. 3-8400

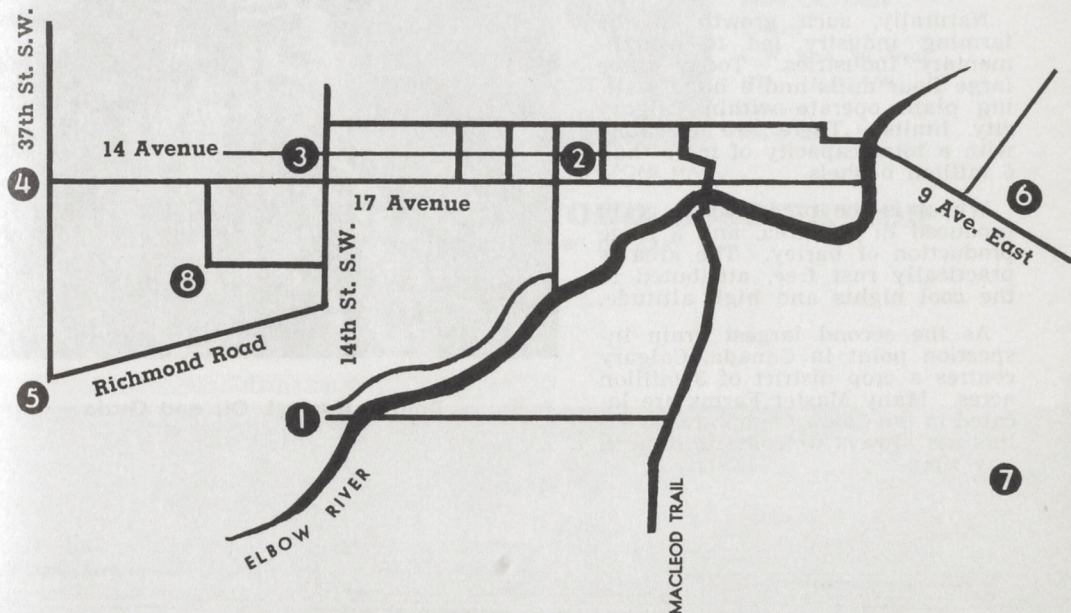
Rocky Mountain U-Drive Ltd.
603 - 2 St. S. W. AM. 6-6633

Tilden Rent-A-Car Co.
111 - 7 Ave. S.W. AM. 3-3497

Western U-Drive Ltd.
(Avis Rent-A-Car)
240 - 6 Ave. S.W. AM. 2-9989

Maytag Coin Operated Laundries

- ▶ **New Automatic Maytag Washers & Dryers**
- ▶ **24 hour service**
- ▶ **soft water**
- ▶ **soap & bleach dispensers**



- | | |
|--|--|
| 1 Britannia Shopping Centre | 6 1321 - 9 Ave. East |
| 2 14 Avenue and 4th St. S.W. | 7 Lynnwood Shopping Centre, Ogden |
| 3 17 Avenue and 14th St. S.W. | 8 34 Avenue and 20th St. S.W. |
| 4 17 Avenue and 37th St. S.W. | 9 Banff 317 - Banff Avenue |
| 5 Richmond Road and 37th St. S.W. (Glamorgan Shopping Centre) | |

Agriculture in Calgary

Almost as early as ranching, agriculture has played a major role in Calgary. With the coming of the railroad, homesteaders poured into Calgary. The rich topsoil grew lush crops, soon made Calgary the centre of a huge agricultural area. Irrigation opened up thousands of acres of previously arid land, increased the many farm products coming into the city.

Naturally, such growth in the farming industry led to complementary industries. Today three large flour mills and a huge malting plant operate within Calgary city limits. There are elevators with a total capacity of more than 6 million bushels.

Wheat is the predominant grain produced in the area, and a large production of barley. The area is practically rust free, attributed to the cool nights and high altitude.

As the second largest grain inspection point in Canada, Calgary centres a crop district of 3 million acres. Many Master Farms are located in the Calgary crop area. Visitors are always welcome to drop in any time.



Double Harvest, Oil and Grain



CATTLE MEN!

YOU CAN BE SURE WITH ALBERTA HEREFORDS

GROW OUT TO TON BULL

DEEP RED MEAT FLESHING

BONE

GOOD LEGS

TYPE

PROFITS

FOR A FREE PERSONAL INSPECTION OF THE TOP BREEDERS IN ALBERTA,
SIMPLY CONTACT THOSE LISTED BELOW

T. E. Hughes, Export
High River, Alta.
Phone 2211

H. E. Paul, President
RR4
Edmonton, Alta.



Wm. Yule, Export
Olds, Alta.
Phone CR. 7-4023
Calgary
L. W. Bond, Sec.-Treas.
1729 - 12 St. S.W.,
Calgary
Phone CH. 4-1423

GET YOUR REGIONAL HEREFORD MAP

THE ALBERTA HEREFORD ASSOCIATION

1729 - 12th STREET S.W., CALGARY



Ranching in Calgary

Calgary has grown up with the ranching industry. Before the turn of the century, ranchers found the climate, ample water, and the famous Alberta short-grass was a perfect combination for raising fine stock. From the hardy pioneers who founded ranching in the area, has come a heritage carefully observed today. Today, as the centre of a vast ranching area, Calgary is truly the hub of Canada's ranching industry.

From showplaces like the famous E. P. Ranch, to everyday working ranches, cattlemen have worked continuously to produce only the finest in livestock. Evidence of their success is shown in nearly 100 million dollars worth of livestock passing thru the Calgary Stockyards in 1959.

Alberta stock have established records in show rings all over the continent. Alberta Herefords, for example have shown remarkable results.

*Out-weighted all breeds, at 1,650 to 1,800 pounds at 2 years.

*Gained 2.25 to 2.6 pounds per day since birth.

*Out sold all breeds at the Calgary Spring Bull Sale, with an average of \$806.00.

*Produced the Grand Champion steer of all breeds at the Royal Winter Fair, Toronto.

*Awarded Grand Champion car-load steers over all breeds at Royal Winter Fair, Toronto.

*Produced, at \$8,000.00 the highest priced bull in Canada at the Consignment Sale, Calgary.

Visitors are always welcome at the friendly Alberta ranches. Some even have guest facilities to allow you to enjoy your visit by staying, at nominal cost, right at the ranch.

The ranching growth in the Calgary area has been directly responsible for the huge meat packing industry in the city. Every major packing firm in Canada has a plant in the city. One of the largest, Burns and Company, headquarters their Canada-wide operation right in Calgary. The Calgary stockyards, centre of the livestock market in the city, is the second largest in the Dominion. Total billing in 1959 was nearly 100 million dollars.

Calgary has long been a city with a keen interest in one of the largest and most interesting fields—ranching. Evidence of this is the western theme so prominent, even in places of business. From the ranching industry has come the warm hospitality and friendly people who maintain the western spirit. In fact, Calgary is proud to be known as the "Cow town".





Foothills Grazing



Aviation in Calgary

Around the world, air transportation has increased at an unprecedented rate, and Calgary has kept pace with the phenomenal expansion.

Calgary Municipal Airport — McCall Field — has facilities to handle all types of modern aircraft — and is already building for types still on the planning boards.

Sitting high on a hill, six miles from city centre, there are none of the usual power poles, tall buildings, telephone lines or obstructions so bothersome to many municipal airports.

In 1956, a terminal building was opened for operation at McCall Field. Looking ahead, planners incorporated many unusual features in the new terminal. Roomettes, for stop-over passengers, a post office, quick service coffee shop or leisurely dining room, modern cocktail bar, compliment the required control tower (with full radar equipment) weather office, radio range and technical equipment that is essential to present day flying.

Three major air lines serve Calgary. Canadian Pacific has a daily flight to Vancouver and the other major connections. Trans-Canada Airlines bring main line and feeder connections all over the world. Western Airlines make daily flights to Calgary from such centres as Los

Angeles, Las Vegas, and Great Falls.

Private aircraft are not overlooked in Calgary either. The largest fleet of privately owned aircraft in Canada make Calgary their headquarters. More than 100 non airline, non military planes are stationed in Calgary. Huge hangars, repair depots, service operations all maintain this fleet of private airplanes the year round. The Calgary Flying Club, over 30 years in operation, continues to train and educate in the art of aviation.

Charter operations, too, use McCall Field facilities as a base of operations. Conventional aircraft and helicopter service are both available at any hour for charter service.

Foothills Aviation, Chinook Flying Service, Field Aviation, and Spartan Air Services are familiar names in the charter and service fields in Calgary.

Calgary will be ready, as aviation continues the inexorable march of progress, to keep pace with new innovations. In fact, Calgary is prepared to maintain the leadership in progress among Canadian cities. Calgary, originally a "Cow town", has taken to the world of flying with gusto and planned preparation.

DESIGNERS,
CREATIVE LITHOGRAPHERS
AND PRINTERS

Lithokraft
OF CALGARY

4303 AIRPORT ROAD

CRestview 7-0751



Banff National Park

So much has been written and told about the Banff area, it becomes difficult to describe it without sounding hackneyed.

The towering, majestic mountains, wearing their snow shawls even in the warm summer, would be enough for most people alone. Yet, added to the grandeur of the peaks in Banff National Park is a host of attractions equally as interesting.

Only 77 paved miles west of Calgary, Banff Park is a wild game preserve. As such, it is common to see Rocky Mountain Sheep, moose, bear, deer, beavers, elk and many other animals within easy camera range.

Hot pools become swimming pools, clear brooks become accessories to flowers and shrubs in the colorful park areas, stately trees lend color and shade to picnic and camp grounds in Banff.

There's riding along quiet bridle paths, boating on smooth, serene rivers and lakes, fishing in the fast running mountain rivers, mountain climbing, hiking, tennis, golf, and all the activities you will enjoy.

Ample accommodation of every type and price range, good food and shopping, car service, are all available to add to the pleasure of your stay. The greatest thrill of all is to ride to the top of the mountain for a vast panoramic view of the entire area.

Banff the beautiful awaits your pleasure.

SEE THE ROCKIES

*Do not only drive
through them!*

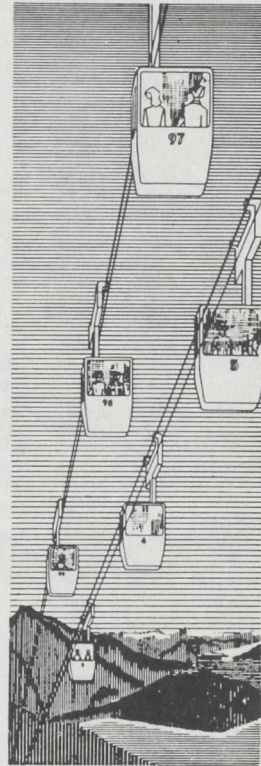
TAKE THE

Gondola Ride

to the top of

- **BANFF**
- **SULPHUR**
- **MOUNTAIN**

to get a 360° Panorama of a sea of ranges, valleys and lakes and a bird's-eye view of the lovely town of Banff sitting like a jewel on the bank of the Bow River.



Unobstructed view from the fully glassed-in gondolas. You are free to move around to take **PICTURES IN ALL DIRECTIONS**. A moving picture taken as you glide along to the mountain top will be one of your most cherished holiday souvenirs!

●
**EVERYBODY FROM BABY TO GRANDMOTHER CAN GO
IN SAFETY AND COMFORT**
●

This most modern type of a lift was exhibited at the Brussel's World Fair. It is the **FIRST ONE** built on the **NORTH AMERICAN CONTINENT**. Others are in operation in many of Switzerland's most famous tourist centres.



Post Hotel — Lake Louise

Lake Louise

The scope and splendor that is Lake Louise can provide you with your own wonderland. Memories of this enchanting place linger with you long after your visit.

The brilliance of Iceland poppies blooming by the jade waters of Lake Louise.

The tug of a well cast fly as it touches white water.

The ripple of a canoe paddle on the serene lake waters.

The thrill-a-foot ride to the clouds on the sedan lift.

Forests of silence that are perfect sanctuary to wildlife of all kinds.

Alpine meadows that are gardens of bright and fragrant flowers.

Come with your camera, sketch book, palette or your mind's eye open to all things lovely, for at Lake Louise every turn of the road is an artist's viewpoint.

At Lake Louise, there's more to see than do. But the sheer pleasure of seeing is enough. You need no guide book to direct you to the beauties; your personal discovery of them is an adventure in itself.



Moraine Lake

Canadian Rockies Tourist Association

The C.R.T.A., with head office at 810 Centre Street, Calgary, is a free service offered any visitor to the area. Travel literature, road information, and maps are yours for the asking, no charge. A unique teletype service connecting 13 cities and park areas is available to anyone wishing reserved accommodation in advance of arrival at your destination. A small service fee insures the type of accommodation you want will be held for you, regardless of your arrival time. An association of cities, chambers of

commerce, trade organizations, businesses and tourist-minded individuals, in co-operation with the Alberta Government Travel Bureau, the Canadian Rockies Tourist Association is ready at all times to provide any visitor with accurate information, always cheerfully given. Look for the C.R.T.A. office in Fort Macleod, Banff, Jasper, Edmonton, Lethbridge, Waterton Lakes, Medicine Hat, Radium Hot Springs and St. Mary, Montana. The Calgary office is located at 810 Centre Street. Phone AM. 2-3202 or AM. 6-2316.



The Dinosaur Trail

An unusual, and fascinating area awaits you at Drumheller. Between 60 and 140 million years ago, during the Cretaceous Period, the Drumheller area was the home of the dinosaurs. You can see the tremendous "Graveyard of the Dinosaurs" for yourself. Highway No. 1 to the east meets Highway No. 9 at Langdon Corner, and the broad, hard-topped road leads you right to Drumheller. It's only 88 miles from Calgary to Drumheller.

It was in 1884 that Joseph Burr Tyrell, a noted Canadian geologist, discovered the first dinosaur bones while examining coal beds in the region. In the years since, palaeontologists have found many odd bones, and several complete skeletons. A number of these are on display in museums throughout North America.

The search for these clues to the past goes on still in the awesome valley, where the unusual formations known as the "Hoodoos" are favourite photo subjects. Incidentally, the name dinosaur comes from Greek words "deinos", meaning terrible, and "sauros" for lizard. It is pronounced dine-o-sore.

Visitors to the area can find bits of bones, petrified wood and tropical fruits, crystalized shells and other interesting souvenirs. You get

a brief glimpse of the thrill in store for you a few miles out of Drumheller as the highway skirts along Horseshoe Canyon. To drive through the badlands, drive right into the city. Good signs make it easy for you to locate the start of the Dinosaur Trail.

An unexpected and pleasant bonus of your trip through the valley is a visit at the "Biggest Little Church in the World". Just a few miles out of Drumheller, this unique structure invites you to stop and meditate a while. A recording system allows you to listen to a short prayer or hymn of your own faith while you sit in the miniature pews. Designed to seat 10,000 people (six at a time) the little church is a favourite with thousands of visitors every year.

Back in friendly Drumheller, make a visit to the museum a finale to your trip. Many interesting exhibits, ranging from tiny petrified seeds of prehistoric plants to giant snails, and from petrified wood to ancient turtle shells, all help to give you a first hand look at the world of many million years ago.

The city of Drumheller provides complete modern facilities for your stay of a few hours or a few days. Plan now to travel the "Dinosaur Trail".



Background is view of Alberta University
Campus and Buildings from the City.



You're always welcome in Edmonton

**Heart of Canada's
great north-west !**

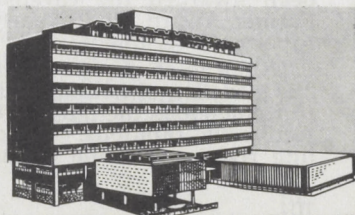
Historic Edmonton, capital city of Alberta is noted for its hospitality, and offers a fine choice of accommodations and fine foods at modest prices.

Warm summer days, cool nights, modern sports and pleasure facilities for fun and relaxation, bring you unparalleled vacation vistas.

Edmund Peper

The City of Edmonton

Edmonton City Hall





Highway Two — Northbound

Travelling North

Highway No. 2, arrow straight to the north, leads you thru much of the very best farm lands in Canada. As the miles register on your speedometer, take special notice of the lush vegetation, sweeping fields, and carefully tended farm yards. You'll see sleek stock, too, grazing on broad acres of short-grass.

There's many quaint towns along the way. For a change, turn in to one of these happy little centres. You'll find, as always in Alberta, friendly folks who welcome you. They'll happily direct you to Master Farms in the area, farms so distinctive and successful they have been awarded the coveted Master Farmer Award made yearly by the Alberta Government.

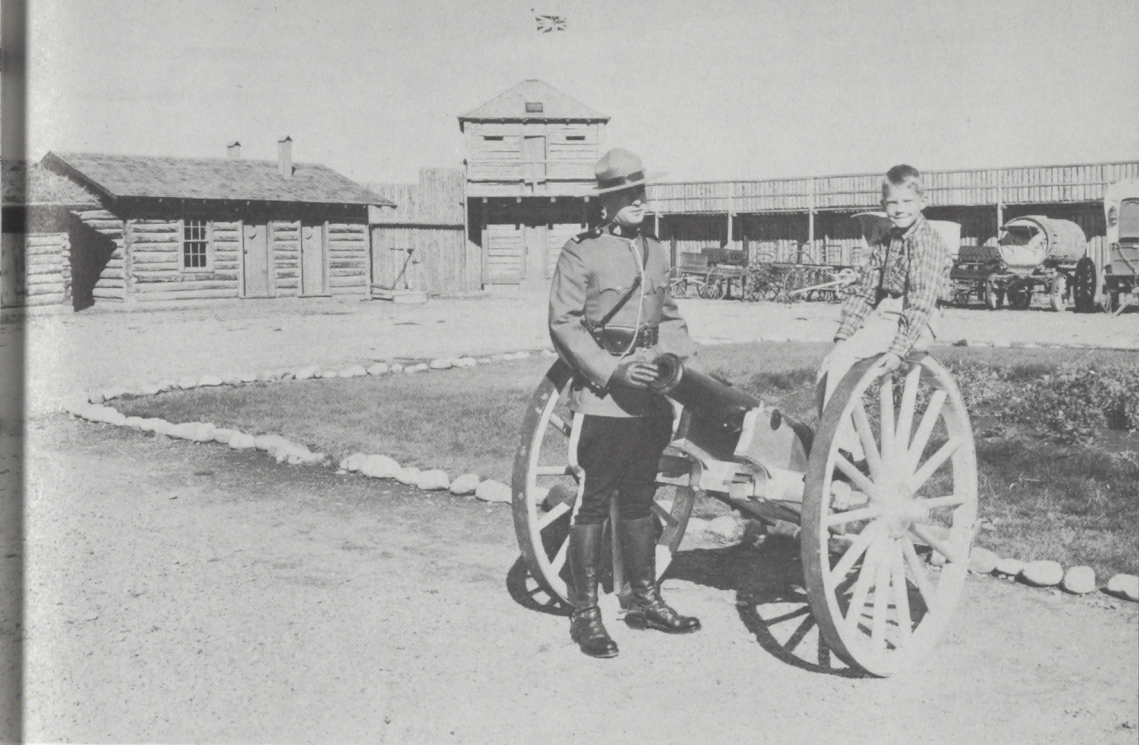
To the west of your Highway No. 2 is a section of fishing and hunting so tremendous the only suitable adjective is fabulous. Wild, tumbling rivers are home to many var-

ieties of fighting trout, heavily forested areas are home to fine game animals. And camping in those quiet, peaceful areas is an experience in itself.

Red Deer is the first major centre you find north of Calgary, a city of 16,000 people always ready to make you feel right at home.

Those same friendly Red Deer people will show you how to reach the serenity of Sylvan Lake, only a few paved miles to the west. Or historic Rocky Mountain House, where David Thompson established pioneer trails so many years ago. Or the quiet, campers haven that is scenic Pine Lake. Or big, broad Gull Lake, where you can enjoy a quiet siesta or unlimber that boat and outboard.

At Red Deer, you have so many choices, it's a problem to know where to go and what to do first. Whatever you do, bet you enjoy it!



Old Fort Macleod

Travelling South

As you head south from Calgary, you are entering an area with a rich, full history, a wealth of fascinating places and objects to see, people who enjoy having you stop to enjoy their country. We suggest you drive leisurely, accept our suggestion to see at first hand the true beauty of southern Alberta. Here's a few of the many exciting stops you can make.

The Big Ditch — Just at the outskirts of Calgary, a point-of-interest display board gives you a brief outline on the modest beginning of what was to become the world's greatest irrigation system.

Avenue of Trees — Just at the south limits of Midnapore, another history board, tells of the work of Pat Burns. One of the west's best loved and most colorful pioneers, the orderly rows of stately poplar trees that border your highway were planted by Pat Burns — a man who planned for the future in a tangible, attractive manner.

High River — Here's a pleasant town with a proud background in the history of Alberta. A town whose people still observe the warm, friendly traditions of the old west. The centre of many huge ranches and fine farms, High River is also the lead off point to the famous Duke of Windsor ranch. Camp and picnic facilities, a swimming pool and willingly helpful citizens make a stop here a memorable part of your trip.

Nanton — A stop at the Tap is a must! And that's only a part of the pleasure in making Nanton a stop over on your trip. The Tap offers you a drink of cold, clear spring water, and the warm hearted town folk take it from there. They'll show you the many interesting exhibits they have here and there in the business places, give you careful advice on seeing the wonderland to the west, invite you to enjoy their pleasant camp and picnic areas.

Driftwillow Ranch — About 73 miles west from Calgary, you'll notice three grain elevators, sentinels of Pultenay. A sign on your right reads "Driftwillow Ranch, 4 miles". Turn west on a good gravel road to Driftwillow, the home on a ranch. Many intriguing items in the Oxbow Room, and in the immediate area. The ranch is located right on the original Macleod Trail, only a few minutes from historic "The Leavings." This original Mounted Police Post, Indian Village and stopping-off place for stages and oxen freight trains is only ruins today, but gives you an on-the-spot look at Alberta history. And incidentally, you just haven't known good food until you enjoy one of the Driftwillow Ranch meals.

Claresholm — Another delightful town whose people are true westerners. The jeans and western wear you see is not atmosphere — Claresholm is one of Canada's major ranching centres. Ask anyone — they'll be happy to tell you of the many fishing spots, working ranches and tremendous farms that make Claresholm the important centre it is.

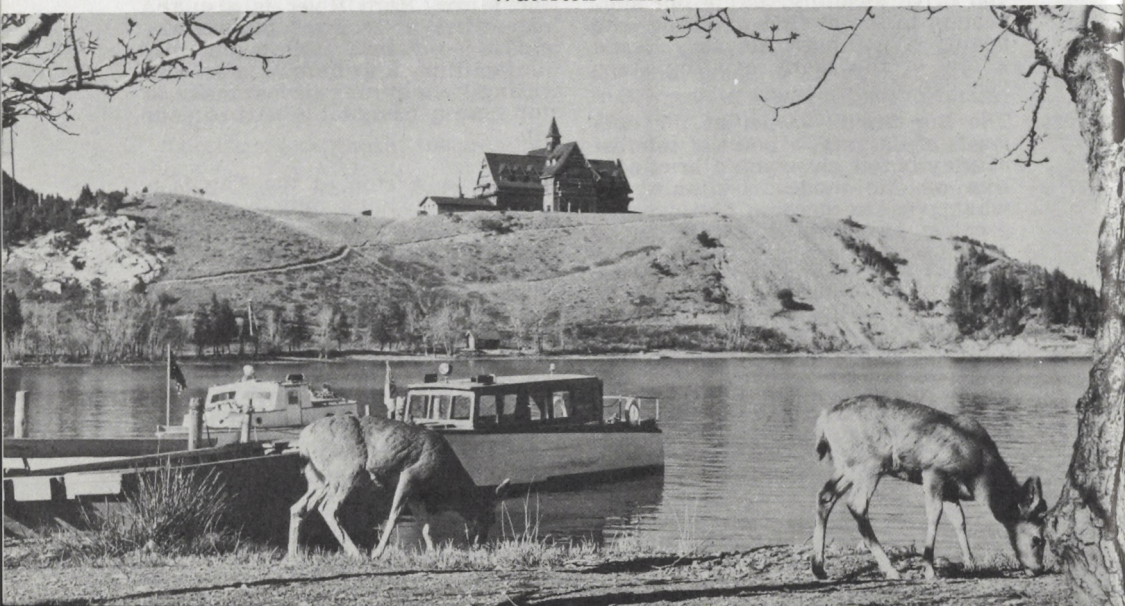
Fort Macleod — Founded by the original Royal North West Mounted Police, Fort Macleod is history itself. Don't let the maze of billboards confuse you, or deter you from stopping over in one of the most historic spots in North America. Above all, visit the re-created Fort. There's so much of the honest

history of the continent on display at a very nominal charge, you'll never regret taking the time to see, touch, and hear of authentic relics of the west when it was only a frontier. Any interest you may have in history can be satisfied in the Fort at Fort Macleod. Camp grounds, excellent facilities also available at all times.

Cardston — The heart of Mormonism in Canada, Cardston proudly welcomes you to see the magnificent temple, the Church of Jesus Christ of Latter Day Saints. An architectural masterpiece, the Temple took eight years to complete. Of course, there's complete facilities in Cardston for food and lodging, campgrounds too.

Waterton Lakes — From Cardston, transfer from No. 2 Highway to No. 5, a good hard-topped highway, that will lead you to Waterton Lakes National Park. Only the International Boundary separates this park from Glacier National Park. Between them, they form the International Peace Park. Wild life abounds in Waterton Lakes Park, making it easy to get natural, long-to-be-remembered pictures. There's golf, hiking, tennis, swimming, boating, fishing, just about anything you like in a pleasant vacation. Excellent accommodation, camping and trailer parks, good shopping all available in Waterton Lakes.

Waterton Lakes





Steveville Badlands

Traveling East

As you leave Calgary, and head East on the Trans-Canada Highway (No. 1), you have many interesting miles ahead of you.

Gleichen, for example, is an average small town on the surface, but it teems with history. The town name came from Count Gleichen, a prominent German industrialist who was a major bondholder in early Canadian Pacific Railway development. Near Gleichen, the great Chief Crowfoot, of the Blackfoot Indians, is buried. Here, too, Chief Crowfoot signed the peace treaty with the whites to terminate hostilities for all times. Even in the infamous Riel Rebellion of 1885, Crowfoot remained loyal to his agreement.

Not too far from Gleichen, the settlement of Crowfoot has been named for this chieftan who did so much to bring peace to the west.

Notice, as you drive, the numerous irrigation ditches that form part of the world's greatest irrigation system. A land, too, almost desert before irrigation came, that now grows fine crops year after year.

At Bassano, you are in one of Canada's best upland game bird areas. The big irrigation dam at Bassano pours precious water out to a tremendous acreage.

Brooks is truly Canada's pheasant headquarters. Huge pens form a pheasant hatchery, turning out thousands of game birds yearly.

North and East of Brooks, on a well-gravelled and equally well-marked highway, you will find the awesome 22,000 acres that make up Steveville Provincial Dinosaur Park. Badlands at their "baddest," as one visitor remarked, stretch out in front of you for endless miles. High view points let you get tremendous pictures. Warden Roy Harvey, one of Canada's leading amateur paleontologists, is always willing to give you a fascinating look into the world of millions of yesterdays.

Just three miles beyond Brooks, on the right side of the Trans-Canada, you can get a glimpse of the aquaduct and siphon of the irrigation system. Used to first carry irrigation water over lowland, then underpass the railroad, this interesting structure is unique on the continent. Water carried thru this alone, fed by Lake Newell Reservoir, serves over 58,000 thirsty acres.

You will note, after you pass the town of Tilley and the end of the irrigation system, the very obvious lack of vegetation that stretches endlessly on either side of the highway.

At Suffield, look far to your left and you can see the tremendous

Suffield development of the Canadian Government. A classified post, extensive experimental work is carried on here in rigid secrecy.

Just approaching Medicine Hat, you pass thru the manufacturing town of Redcliffe. Gigantic ovens turn out miles of bricks, ceramics, dinnerware and all the many potteries that perfect clay, found in the area, can produce.

Medicine Hat, the city that Rudyard Kipling said had "all hell for a basement," is an unusual place. There is so much natural gas, the city never turns off the street lights, because the cost of turning them off and on exceeds that of letting them burn. Huge greenhouses and market gardens thrive.

As you have probably assumed, the odd name, Medicine Hat, came from translations of a Blackfoot Indian name of the place "Saamis", meaning headdress of medicine man. Today, wags affectionately call the city "Pharmaceutical Chapeau."

A pleasant, always friendly city, Medicine Hat, will make you comfortable with good accommodation, foods and all the many services designed to make your stop-over a pleasant interlude.

MEDICINE HAT — "The city with all Hell for a basement"



The Roamin' Empire

By Ken Liddell

Southern Alberta is a Roamin' Empire of hundreds of miles of fine highways and exciting trails crammed full of interesting sights, geographical, historical, economical.

Its a regular colosseum of a country.

Crowding the galleries are friendly people anxious to show guests the things of which they are so proud and to have the visitor enjoy that western hospitality which makes Southern Alberta such a fine place to live.

Calgarians are happy to extend an invitation to our guests to wheel their chariots over these highways and byways, to enjoy the scenery and the attractions of a great stretch of country that is distinctive in Canada.

The Roamin' Empire is a challenge to enjoy a holiday of discovery. Follow the 160-mile-long forestry road through the eastern slopes of the Rockies. Learn more, along this eye-opening highway cut through virgin timberland, of the conservation project designed to feed the rivers of the whole west.

Explore the trails of the foothills that rise like an escalator to the west of High River, Nanton, Pultenay, Claresholm, to watch the cowboys at work and enjoy the peaceful pastoral scenes of the range.

To the south, along the Southern Trans-Canada Highway, view the wonders of the Crow's Nest Pass and the tragic site of the great Frank Slide.

Let your desire to enjoy nature at its best lead you through the green, rolling hills of Cowley and into Waterton National Park in the mountains.

Visit historic Fort Macleod, where what today is the Royal Canadian Mounted Police, the world-famous force of which Canadians are so proud, established law and order in 1874 after a march of 1,000 sun-searing miles across the prairies.

Go on to cosmopolitan and metropolitan Lethbridge and into the land where the irrigation ditch brought prosperity and variety of crops symbolized by the great white house that is the sugar factory at Taber.

Should your route lead eastward from Calgary over the Trans-Canada Highway, take the time to follow the paved finger that leads to the badlands of Drumheller.

Pause at Bassano and Brooks to learn more of how our irrigation brought new life to weary refugees from less fortunate areas of the West.

Ask questions your hosts will be glad to answer. Learn more of how irrigation turned bare, flat prairie into an oasis of trees, learn of the empire of upland game birds and you'll want to return in fall to enjoy the hunting and colorful scenery.

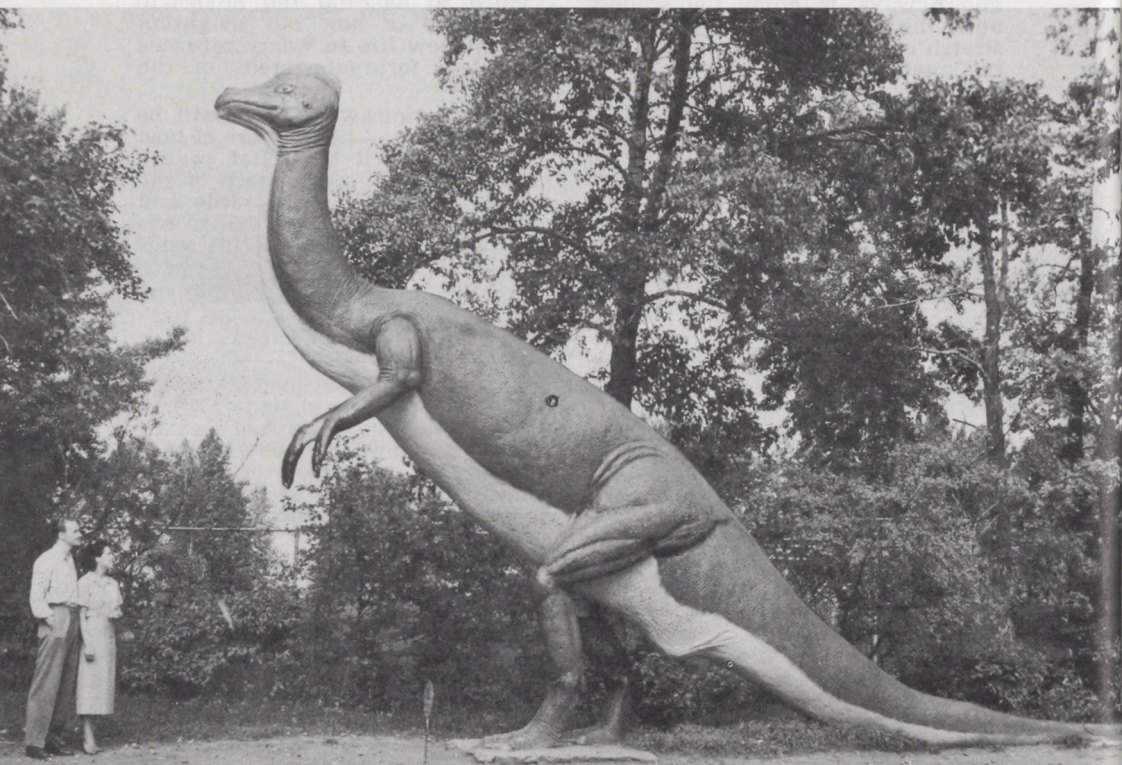
Make your way to Steveville, site of a soul-shivering provincial park that seems to have been created of craters of the moon.

As you reach Medicine Hat, which Rudyard Kipling said had "all hell for a basement" because of its natural gas, enjoy the beauties of a fine city on banks of the Saskatchewan River, make it your headquarters for a trip into the picturesque Cypress Hills.

To enjoy all of the Roamin' Empire is to want to come back to the land of the green carpet that is always out . . . in true western welcome.



Typical Exhibits — Natural History Park, St. George's Island





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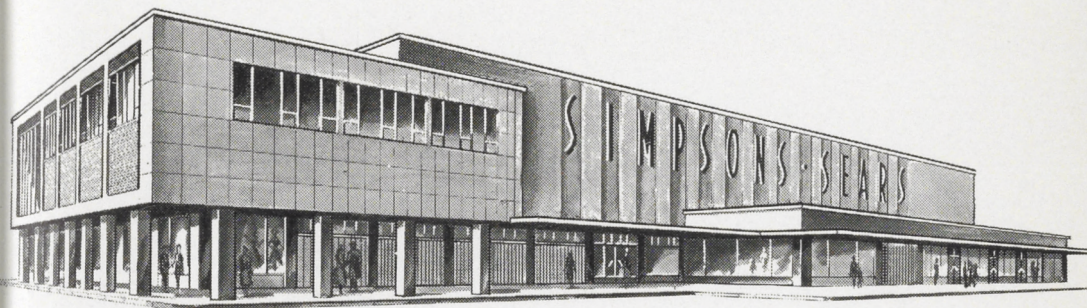
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